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УЧРЕЖДЕНИЕ ОБРАЗОВАНИЯ
«БЕЛОРУССКИЙ ТОРГОВО-ЭКОНОМИЧЕСКИЙ
УНИВЕРСИТЕТ ПОТРЕБИТЕЛЬСКОЙ КООПЕРАЦИИ»**

Кафедра лингвистики

**ДЕЛОВОЕ ПИСЬМО
НА АНГЛИЙСКОМ ЯЗЫКЕ**

**Практикум
для студентов 2 и 3 курсов
экономических специальностей**

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ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

С переходом экономики в нашей стране на рыночные отношения и развитием различных форм предпринимательства, созданием совместных предприятий растет число всевозможных контактов с зарубежными партнерами. Все формы сотрудничества предполагают постоянный обмен информацией. Самым доступным надежным и дешевым средством остается письмо.

Деловое письмо является своего рода визитной карточкой фирмы, по нему у адресата складывается первое впечатление о деловом партнере.

Деловое письмо должно быть составлено в соответствии с достаточно строгими правилами. В нем много устоявшихся речевых оборотов и выражений, которые постоянно используются при составлении различных запросов, уведомлений, предложений, выражений благодарности и т. п.

Язык корреспонденции должен быть официален, учтив, тактичен, выразителен, четок и краток.

Данное пособие предназначено для студентов дневной формы обучения экономических специальностей. Цель пособия — развитие умений и навыков ведения деловой корреспонденции на английском языке.

При составлении пособия использовались различные оригинальные источники. Пособие состоит из 5 уроков:

1. Оформление и стиль делового письма.
2. Письмо-запрос.
3. Письмо-предложение.
4. Письмо-жалоба (письмо-рекламация).
5. Общественные письма.

Каждый урок содержит в себе несколько конкретных видов деловых писем, даются указания по их составлению, общеупотребительные фразы. По каждой теме предлагаются практические задания, цель которых — закрепить полученные теоретические знания и выработать навыки применения их на деле.

UNIT I THE LAYOUT AND PARTS OF A BUSINESS LETTER

The ordinary business letter comprises the following principal parts:

- 1) the date;
- 2) the inside address;
- 3) the opening salutation;
- 4) the subject heading;
- 5) the opening paragraph;
- 6) the body of the letter;
- 7) the closing paragraph;
- 8) the complimentary closing;
- 9) the signature;
- 10) enclosures, postscripts and copies sent.

1. The date

In English business letters the date is typed on the right-hand side. It is customary to type the date in full, not just in figures, eg. 2nd Apr, 1990.

The name of the month may be abbreviated: January – Jan, February – Feb, March – Mar, April – Apr, August – Aug, September – Sept, October – Oct, November – Nov, December – Dec. May, June and July are written in full. In American business letters the date is written in the following way: Apr 2, 1990.

2. The inside address

The name and address of the company written to are usually typed on the left-hand side against the margin.

Firms are addressed as Messrs (the plural of Mr) only when the firm's name includes a personal name without any other courtesy title and only when the firms are partnerships.

e.g. Messrs Brown and Smith,
25 High Holborn,
London, W.C.I.

Messrs is never used when addressing a registered company whether a public limited company (PLC) or a private limited company (LTD). It is recommended to address the correspondence direct to the company's repre-

sentative for whom it is intended — the managing director, the sales manager, the export manager, and so on. If we do not know which of the company's officers will deal with our letter, we should address it to "The Company Secretary". Letters to men can be addressed as follows: "Mr. Brown", "Mr. T. Brown", "Mr. Thomas Brown".

Unmarried women and young girls can be addressed as "Miss". Married women are addressed "Mrs. M(ary) Brown". If you don't know whether a woman addressed is married or single use "Ms" instead of "Miss" and "Mrs". When in doubt use "Miss" rather than "Mrs". Should there be doubt about the sex of the person addressed, use "Mr".

After the name of the company the number of the house and the name of the street are given, then the name of the town and of the county. Small towns in Great Britain need an indication of a county in the address (the names of small towns are often duplicated). In the case of big towns in Great Britain no name of a country is required. When writing letters to other countries, always give the name of the country.

When writing to firms in the USA you must add the name of the State after the name of the town:

CHICAGO ILL (Illinois),

PENNSYLVANIA, VA (Virginia).

The name of the city New York is usually followed by N.Y. (New York) or N.J. (New Jersey). If a letter is addressed to a company, and the writer wishes to direct it to a particular person, the words "For the attention of ..." or just "Attention of ..." (giving the name of the person) should be typed just above the salutation.

e.g. Brown & Co. Plc.,

34, Hough Street,

London, E.C. 3

Attention of Mr Popov

Dear Sirs.

3. The opening salutation

If the letters are addressed to the company, the form of addressing is "Dear Sirs". If the letters are addressed to an individual, the most usual forms are "Dear Sir", or "Dear Madam", (it applies to both married and single women). These are the usual greetings in English letters. Americans prefer "Gentlemen" (or "Dear Sirs", "Dear Madam"). They use them with a colon instead of a comma.

When the correspondent is unknown to you and may be either a man or a woman, always use the form "Dear Sir". If the correspondent is known to you personally, or if your firm has traded with his firm for some time, you may use a warmer and more friendly greeting: "Dear Mr. Brown".

4. The subject heading

The subject heading indicates the subject-matter of the letter, its topic, thus enabling the reader to see immediately what the letter is about and is placed just after the salutation and in the middle of the page. In front of it "Re-" (regarding) was formally used. "Abt" (short for "about") may be used.

eg.

Dear Sir,

Abt: Order No 342 of 3rd Apr., 2001.

Dear Mr. Brown,

Abt: the arrival of our inspectors

5. The opening paragraph

The opening paragraph will often state the subject-matter of the letter by giving the date of the letter, which is being answered, and the writer's feelings on the subject: pleasure, regret, surprise or gratitude. A short opening sentence will often attract attention more successfully than a longer one.

Useful phrases and sentences

1. В ответ на Ваше письмо
от ... и сообщаем Вам, что ...

2. Благодарим за Ваше
письмо от ... и сообщаем Вам,
что ...

3. К сожалению, нам прихо-
дится напоминать Вам, что ...

4. К сожалению, мы вынуж-
дены ...

5. С сожалением сообщаем
Вам, что ...

1. In reply to your letter of ... we
would like to inform you ...

2. We thank you for your letter
dated ... and write to tell you ...

3. We are sorry to have to remind
you ...

4. To your regret we shall have
to ...

5. We regret to inform you that ...

| | |
|---|--|
| 6. С удовольствием сообщаем Вам, что ... | 6. We are glad to inform you ... We are happy to tell you ... We are pleased to inform you ... |
| 7. В дополнение к нашему письму от ... | 7. Further to our letter of ... |
| 8. Ссылаясь на запрос от ... | 8. With reference to (referring to) the enquiry of ... |
| 9. Мы ссылаемся на Ваш заказ ... | 9. We refer to your order No ... and ... |
| 10. Подтверждаем получение Вашего письма от ... | 10. We have received your letter dated ... We thank you for the letter of ... |

6. The body of the letter

A letter should only deal with one specific subject. Business letter should be simple and clear, polite and sincere, concise and brief. Use simple, natural, short words and sentences; admit mistakes openly and sincerely; avoid repetition or needless words and information. Express yourself in a friendly way and with a simple dignity.

To make a letter easier to read, divide it into paragraphs, each paragraph dealing with one idea, one aspect of the subject or giving one detail. If several paragraphs deal with the same subject-matter (topic), they should fit together smoothly, each new paragraph should follow the previous one naturally. So use connective words, such as:

| | |
|----------------------------|---------------------------|
| however, still, yet, but | однако, все же, но |
| nevertheless | тем не менее |
| otherwise | иначе, в противном случае |
| on the contrary | наоборот |
| again | и еще |
| also, in addition, besides | кроме того |
| so, therefore, in this way | поэтому, таким образом |
| in short | короче говоря |
| as a result | в результате |
| on the other hand | с другой стороны |

Useful phrases and sentences

1. To express apologies and regrets.

| | |
|---|--|
| Сожалеем, что мы не можем ... | We regret being unable to ... |
| К сожалению, мы не можем ... | Unfortunately we cannot ... |
| Просим принять наши извинения за ... | Please accept our apologies for ... |
| Извините нас за ... | We express our apology that ... |
| Мы приносим свои извинения ... | We offer (make) our apology ... |
| К сожалению, мы не можем удовлетворить вашу просьбу о ... | We are sorry we are unable to meet your request... |

2. To express gratitude.

| | |
|--|---|
| Мы были бы весьма признательны ... | We would be very much obliged ... |
| Мы будем вам благодарны ... | We shall be grateful to you ... |
| Мы будем Вам признательны, если ... | We shall appreciate it if ... |
| Мы обязаны за Ваш адрес Торгово-промышленной палате. | We are indebted to the Chamber of Commerce and Industry for your address. |

3. To express request.

| | |
|--|--|
| Просим Вас сообщить нам ... | Please let us know ... |
| Мы просили бы Вас ... | We would ask (request) you to ... |
| Мы были бы обязаны, если бы ... | We'd be obliged if ... |
| Мы были бы рады получить Ваш последний каталог. | We'd be glad to have your latest catalogue. |
| Просим Вас ставить нас в известность о ходе выполнения заказа. | Kindly inform us of the position of the order. |

Expressions to avoid in business letters

| | |
|--|-------------------------------|
| according to our record | I have your letter |
| acknowledge receipt of | I wish to thank; may I ask |
| as to, with regard to, with respect to | in due time, in due course of |
| at hand, on hand | in receipt of |
| attached please find, | in the near future |
| enclosed here with | in view of |
| beg to inform, beg to tell | our Mrs. Campbell |
| duly | permit me to say |
| for your information | pursuant to |
| hereby, heretofore, herewith | thank you again |
| | thank you in advance |
| | thereon |

| Instead of ... | Use |
|--|---|
| - advise, inform | - say, tell, let us know |
| - along these lines, on the order of | - like, similar to |
| - as per | - as, according to |
| - at an early date, at your earliest convenience | - soon, today, next week, a specific date |
| - at this time, at the present time, at this writing | - now, at present |
| - check to cover | - check for |
| - deem | - believe, consider |
| - due to the fact that, because of the fact that | - because |
| - favour, communication | - letter, memo, et al |
| - for the purpose of | - for |
| - forward | - send |
| - free of charge | - free |
| - in accordance with | - according to |
| - in advance of, prior of | - before |
| - in compliance with | - as you requested |
| - in re, re | - regarding, concerning |
| - in the amount of | - for |
| - in the event that | - in, in case |
| - kindly | - please |
| - and et cetera | - et cetera |
| - as otherwise | - otherwise |
| - at about | - about |
| - attached hereto | - attached |
| - avail oneself of | - use |
| - be of the opinion | - believe |
| - both alike | - alike, repeat |
| - both together | - together |
| - check into | - check |
| - connect up | - connect |
| - continue on | - continue |
| - cooperate together | - cooperate |
| - customary practice | - practice |
| - each and every | - each or every |
| - enclosed herewith | - enclosed |
| - enter into | - enter |
| - forward by post | - mail |
| - have a tendency to | - tend to |
| - in many instances | - often |
| - in the amount of | - for |
| - in the matter of | - about |
| - in the process of being | - being |
| - in this day and age | - nowadays |
| - inform of the reason | - tell why |
| - letter under date of | - letter of |
| - letter with regard to | - letter about |
| - new beginner | - beginner |
| - repeat again | - repeat |
| - some identical | - identical |
| - send an answer | - reply |
| - up above | - above |
| - write your name | - sign |

7. The closing paragraph.

The closing paragraph contains a statement of the writer's intentions, hopes and expectations about future actions. It serves as a summary of what has been discussed before and what is going to be the next step.

Useful phrases and sentences

1. С интересом ожидаем развития торговли с Вами к взаимной выгоде обеих сторон.
2. Надеемся установить с Вашей фирмой полезные деловые отношения.
3. Надеемся, что Вы поступите, как мы Вас просим.
4. С нетерпением ожидаем вашего ответа в ближайшем будущем.
5. Мы будем Вам благодарны за Ваш скорый ответ.
6. Просим обращаться к нам, если Вам требуется помощь.
7. Просим сообщить нам, как можно скорее.
8. По получении письма просим телеграфировать (сообщить телефаксом) подтверждение (согласие).
9. Мы хотели бы заверить Вас ...
10. Надеемся поддерживать сотрудничество с Вами.
11. Будем признательны за быстрое выполнение нашего заказа.
12. Заверяем Вас, что мы предпримем срочные меры для исправления создавшегося положения.
13. Ждем приезда Ваших представителей для дальнейших переговоров.
14. Ожидаем Вашего согласия (одобрения, подтверждения).

1. We look forward to trading with you to the mutual benefit of our companies.
2. We hope to establish fruitful business relations with your company.
3. We hope that you will act as requested.
4. We look forward to hearing from you soon.
5. Your prompt (early) reply will be appreciated.
6. If we can be of any assistance please do not hesitate to contact us.
7. Please inform us (let us know) in the shortest possible time.
8. Upon receipt of the letter will you please cable (telex) your confirmation (consent).
9. We would like to assure you ...
10. We wish (would like) to maintain cooperation with you.
11. Your prompt execution of our order will be (would be) appreciated.
12. We assure you that we shall take prompt action (urgent measures) to remedy (correct, rectify) the situation.
13. We are expecting your representatives (officials, engineers) to arrive for the talks.
14. We are looking forward to receiving your consent (approval, confirmation).

8. The complimentary closing

It is a polite way of ending a letter.

The expression used must suit the occasion and match the opening salutation:

- The standard form (formal):

Dear Sir(s),
Dear Madam,
Yours faithfully

- Informal (used between people who know each other and to add a friendly touch to a business letter):

Dear Mr. Brown,
Dear Mrs. Brown,
Yours sincerely

- To express a little warmer feeling than 'Yours sincerely':

Dear Mr. Popov,
My Dear Mrs. Smith,
Yours very sincerely

- American form:

Gentlemen:
Yours truly

9. The signature

Business letters are signed by hand in ink, clearly and legibly. The same style must always be adopted. The writer's name and title are typed below the signature. The name of the company or of the organization for which the writer signs the letter is typed under the complimentary closing (above the signature).

If the writer signs the letter on behalf of a company or on behalf of another person, the per pro. (p. pro. p.p.), short of per procuracionem, is used before the name. Or "For" is used before the name of the firm or person.

For example:

Yours faithfully,
for V/O “Prodintorg”
(I. Pavlov)
Director

Or

Yours faithfully
perpro. THE ORIENTAL TRADING Go. LTD
F. Howard
Secretary

10. Enclosures and postscripts.

If there is an enclosure to the letter, it should be clearly indicated by typing the word “Enclosure” or its abbreviation “Enc” (not “Encl”) in the bottom left-hand corner of the page below the Signature. It may be preceded or followed by a figure indicating the number of enclosures if there is more than one, and the names of the documents in them and the number of pages.

For example:

Enc: Specification No. 13/45 (5 pages)

Enc: (3) Invoice

Bill of Lading

Insurance Policy (6 pages)

Postscript should be used as an emergency not as a normal conclusion only when information to be conveyed comes to hand after the letter proper has been completed. Postscript is abbreviated to PS (not P.S.). An additional postscript is labelled PPS.

The Layout of an English Business letter

| | | |
|---------------------------|------------------------|----------------------|
| | Letter Heading | |
| | | The Writer's Address |
| | | |
| The Inside Address | | The Date |
| | | |
| The Opening Salutation | | Ref Our ref |
| | The Subject Heading | |
| | The Opening Paragraph | |
| | The Body of the Letter | |
| | The Closing Paragraph | |
| The Complementary Closing | | |
| The Signature | | |
| Name | | |
| Position | | |
| Enclosures / postscripts | | |

Samples of the Business letter

1.

NATIONAL ORGANIZATION OF RETIRED PERSONS

Freeport High School
Freeport, Vermont 66622
Ms. Iva Stravinsky
Attorney-at-Law
200 Centre Street
Freeport, Vermont 66621

October 14, 1999

Dear Ms. Stravinsky:
Subject: Guest Lecture

The members of the Freeport chapter of the National Organization of Retired Persons would indeed be interested in a lecture on "The Social Security Act: What It Means to You". Therefore, with much appreciation, I accept your offer to address our club.

The NORP meets every Tuesday at 8 p.m. in the auditorium of Freeport High School. The programs of our meetings through November 20th have already been established. However, I will call you in a few days to schedule a date for your lecture for the first Tuesday after the 20th that meets your convenience.

The membership and I look forward to your lecture on a topic so important to us all.

Sincerely yours
(Signature)
Henry Purcell
President
HP / bm

2.

Ruck Seed, Inc.
400 National Highway
Decatur, Illinois 62525

April 15, 1999

John L. Davis, President
Autocomp, Inc.
8100 South Jackson Street
Detroit, MI 48220

Gentlemen:

We recently purchased \$250,000 worth of automated material-handling equipment from your company. This equipment was purchased from you because of the fine reputation you have for quality and service to your customers.

Producing goods to sell to others requires precise workmanship and extensive testing. You want the performance of the merchandise to satisfy your customer. There are times, however, when a small production or design error goes undetected.

We look forward to doing business with your company in the future.

Sincerely yours,
(Signature)
Victor Boyd
Plant Manager

EXERCISES

Ex. 1. Answer the following questions:

1. What are the parts of the Business letter?
2. What is the difference of writing the inside address in English and in Russian?
3. What is the difference between the English and American ways of writing the date?
4. How do the English and the Americans write the opening salutation and the complimentary closing?
5. When is the phrase "For attention of ..." used?
6. What is the opening paragraph intended for?
7. What phrases do you know that may be used in the opening paragraph?

8. What is the main principle of dividing the letter into paragraph?
9. What is the closing paragraph intended for?
10. Why should the writing of the signature be consistent?
11. What should you remember about enclosures?

Ex. 2. Write the following dates in English:

3.1.88; 9.3.1999; 23.IV.89; 5.2.2002; 22.V.1990; 29.VIII.99; 5.8.2000; 1.9.98; 7.10.91; 19.12.2001; 2.11.1999.

Ex. 3. It's midday on Saturday 7 November 1995. Decide which phrase on the left refers to which time on the right:

| | |
|--------------------------|------------------------------|
| next month | Monday 9 November 1995 |
| last December | 10 pm Saturday 7 November |
| tomorrow afternoon | 1995 11 pm Friday 7 November |
| next year | Saturday 1st and Sunday 2nd |
| today | Thursday 5 November 1995 |
| the day after tomorrow | 3 pm Sunday 8 November 1995 |
| tonight | 1996 |
| yesterday evening | 10 am Saturday 7 November |
| last weekend | December 1995 |
| last night | Saturday 7 November |
| the day before yesterday | December 1994 |
| this morning | 6 pm Friday November 1995 |

Ex. 4. Match the phrases on the left with the appropriate definitions on the right.

| | |
|-----------------|--|
| Dear Miss Black | to a woman if you do not know her name |
| Dear Madam | to an unmarried woman |
| Dear Mrs Davy | to a man |
| Dear Ms Logwick | to a man if you do not know his name |
| Dear John | to a company |
| Dear Sir | to a friend or someone you know well |
| Dear Mr. Smith | to a married or unmarried woman |
| Dear Sirs | to a married woman |

Ex. 5. Match opening salutations with the appropriate closing salutations.

| | |
|------------------|------------------|
| Dear Clara | Yours faithfully |
| Dear Ms Longwick | |
| Dear Mr Smith | |
| Dear David | Yours sincerely |
| Dear Mrs Davy | |
| Dear Sirs | Best wishes |
| Dear Madam | |
| Dear Sir | |

Ex. 6. Here are some ways to begin a letter.

We are writing to enquire about ...
 We are writing in connection with ...
 We are interested in ... and we would like to know ...

How would you start these letters:

- a) you want to know the prices of some air conditioners;
 - b) you saw an advertisement in the newspaper yesterday and you want further information;
 - c) you want to know if the company you are writing to organises holidays to Africa.
- If you are answering a letter, you can start:

| | |
|---|---|
| Thank you for your letter of (date), We have received your letter of (date), | asking if ... enquiring about ... enclosing ... concerning ... |
|---|---|

How would you start your reply in these situations:

1. A company wrote to you on 23 July. They wanted to know if you sell photocopiers.

2. A man wrote to you on 18 December. He wanted employment with your company. He also sent his curriculum vitae.
3. A company sent you a telex on 3 June. They wanted to know if you are going to the marketing conference in London.
4. A lady telephoned you this morning. She wanted to know if her order No. 599 had arrived.

Ex. 7. Here are the main messages from four letters. Chose the correct beginning and ending from sentences below and then add “Yours faithfully”, “Yours sincerely” or “Best wishes”.

1. Thank you for your telephone call today, enquiring about our prices.
2. Looking forward to seeing you.
3. Thank you for your letter of 16 February concerning Arabian Electronics.
4. I look forward to receiving your order.
5. Thank you for your telephone call today.
6. Thank you for your telex of 18 July, concerning your forthcoming visit to Hong Kong.
7. I hope that this information will help you.
8. Please feel free to contact me if you need any information about our other branches.

| | |
|--|--|
| <p>Dear Sir,</p> <p>1. ...</p> <p>We are happy to tell you that the above mentioned company has always paid our bills on time. We have never had any problems with them.</p> <p>2. ...</p> <p>R.V. Smith R.J. Smith Manager</p> | <p>Dear Mr Hugo,</p> <p>3. ...</p> <p>We sell three kinds of water heaters. The prices are Df 1,450 (150 litres), Df 1.680 (200 litres) and Df 1,740 (250 litres). I enclose some brochures.</p> <p>4. ...</p> <p>Jean van Oops Sales Department</p> |
| <p>Dear Peter,</p> <p>5. ...</p> <p>I am sorry that I was not in the office when you rang but here is the information that you wanted. The address of our brand in Singapore is 54 Lui Fang Rd, Jurong Town, Singapore 2262. The manager is Mr S. Rushford.</p> <p>6. ...</p> <p>John John Blake</p> | <p>Dear Ms Wilson,</p> <p>7. ...</p> <p>I would be very happy to meet you in my office on the day you suggested, 1 August, at 11 a.m.</p> <p>8. ...</p> <p>FG Bending Representative, South East Asia</p> |

Ex. 8.A. Here are some ways to introduce the subject of the letter.

Referring

With reference to ... ,
Further to ... ,
With regard to ... ,
I am writing in connection with ...

You should not start a letter “with regard to”.

How would you start a letter about each of the following:

- a) an invoice (No. 679) for a photocopier;
- b) a meeting you had with the addressee on Jan. 16th;
- c) an advertisement in “The Times” newspaper;
- d) an application for a post as secretary in your company;
- e) a telex order for six typewriters that you received today.

B. Here are some phrases to give good or bad news.

| | | | | | |
|-----------|------|-------------------------------|----|--------------------------|--------------|
| Good news | I am | pleased delighted happy | to | tell inform advise | you that ... |
| Bad news | I | regret am sorry | to | tell inform advise | you that ... |

Complete these sentences using phrases for referring and giving good or bad news:

- a) ... your order for some cupboards, ... ;
... we have had to increase the price;
- b) ... your application for a post as secretary;
... that we would like you to start work as soon as possible;
- c) ... your application for a post as secretary;
... you were not successful;
- d) ... our telephone conversation this morning;
... that your car is now ready for you to collect.

C. Here are some phrases to say what you can and cannot do.

| |
|--|
| We are unable to ... We are able to ... We have been forced to ... |
|--|

A company has written to you to ask you to reduce your prices and to ask if you will accept payment in Egyptian pounds. How will you give them the following information?

- 1. You cannot lower your prices.
- 2. You have had to raise your prices because the government has increased the sales tax.
- 3. However, you can give them a discount of 5 % if their order is for more than \$2,000
- 4. With regard to their second question, you cannot accept payment in Egyptian pounds but you can accept US dollars or German marks.

D. If you wish to give reasons of what you can or cannot do use the following phrases.

| |
|---|
| This is owing to ... due to ... as a result of ... because of ... |
|---|

Notes: 1. "Owing to" is normally used for bad news.

- 2. If you want to use a verb after these phrases, add "the fact that ..."
e.g. *This is due to the fact that the dollar has fallen.*

Using the information given and phrases to say what you can or cannot do and to give reasons (from C. and D. given above), write complete sentences as in the example. Be careful with (e) and (f).

- a) increase prices — fall of the dollar;
e.g. *We have been forced to increase our prices. This is owing to the fall of the dollar.*
- b) delay the delivery of the goods — strike by airplane pilots;
- c) increase all salaries by 10 % — rise in sales;
- d) cut all salaries by 10 % — fall in sales;
- e) cannot deliver your new order — we have not received your payment for the last order;
- f) cancel the meeting — a lot of staff have been ill.

Ex. 9. Rewrite these letters to make them more polite and clear.

1.

Dear Ms. Lawson,

I regret to inform you that we are completely booked up for the week of August 22.

We have no rooms available because the National Word Processors Association will be holding their convention at our hotel during the week of August 22. As you will surely understand, we have to reserve as many rooms as possible for members of the association.

If you can't change the date of your trip, maybe you could find the double room with bath that you want at another hotel here in Little Rock.

Cordially,

2.

Dear Mr. Ross:

With reference to your letter of Thursday last, I can't answer it because my boss, Ms. Leonard, is out of town. If I gave you any information about the new contract with Hastings Development Corporation, she might not like it.

If Ms. Leonard wants you to have that information. I'll have her write to you when she returns in two weeks.

Yours truly,

3.

Dear Ms. Graham:

The information you want, having to do with filing for an absentee ballot for the upcoming Presidential election, is not available from our office.

Why don't you write your local Board of Elections?

Sorry.

Sincerely yours,

UNIT II LETTERS OF REQUEST

ENQUIRY LETTERS

When a Buyer wants to know at what price and on what terms he could buy the goods required by him he usually sends out enquiries to firms, companies or organizations manufacturing such goods or dealing in them. Often the Buyer asks the Seller to send him illustrated catalogues, price lists or other publications and, if possible, samples or patterns of the goods he is interested in. When asking the Seller to send him a quotation (or to make him an offer), the Buyer gives as far as possible a detailed description of the goods required by him. In Enquiry letter you can ask to book a room in a hotel, a ticket to the theatre, etc., or you can ask somebody to do something for you.

Some of the expressions used in enquires

1. We have been informed by (or learnt from) ... that you are manufacturers (or exporters) of
2. We are indebted for your address to Messrs. Smith&Co., Ltd., who have informed us that you are manufacturers (or exporters) of
3. We have seen your advertisement (or We refer to your advertisement) in
4. We are interested in ... advertised by you in ... and would ask you to send us your offer (tender, quotation) for these goods (for this machine, for this equipment).
5. We shall be obliged if you will send us your latest catalogues, brochures or any other publications containing a description of the following machines.
6. We require
7. We are regular buyers of
8. We are in the market for
9. Please send us samples of your goods stating your lowest prices and best terms of payment
10. Please let us know if you can send us your quotation for ... (if you can offer us ...).
11. Please inform us by return at what price, on what terms and when you could deliver
12. We have seen your machine, Model 5 at the exhibition and
13. We have received your address from

The sample of the enquiry letter

MAHONEY AND MILLMAN. INC
1951 Benson Street
Bronx, New York 10465

RBM Manufacturing Company, Inc.
4022 Ninth Avenue
New York, New York 10055

May 2, 19__

Dear Sirs:

We intend to purchase a new office copier before the end of the fiscal year. We would like to consider an RBM copier and wonder if you have a model that would suit our needs.

Our office is small, and a copier would generally be used by only three secretaries. We run approximately 3000 copies a month and prefer a machine that uses regular paper. We would like a collator, but rarely need to run off more than 25 copies of any one time.

We would also like to know about your warranty and repair service.

Since our fiscal year ends June 30, 19__, we hope to hear from you soon.

Sincerely yours,

William Wilson
Office Manager
WW/sw

EXERCISES

Ex 1. Fill in the prepositions or adverbs, if it is necessary.

1. This firm has been dealing ... timber ... twenty years.
2. Please let us know ... what price you could sell ... us 300 tons ... rubber.
3. We shall be obliged if you will make ... us an offer ... these goods.
4. We shall be glad to know ... what terms we could buy ... you the following goods required ... us.
5. There are some details ... which we would like to receive additional information.
6. We would ask you to let us know ... the cost ... packing the machines ... sea transportation.
7. We will place this order ... your company if you can quote ... us competitive prices.

Ex. 2. Complete this letter of enquiry. Decide whether to use *a, the*, or no article at all, in the blank spaces.

Thank you for your letter giving us ... details of ... products we enquired about. ... main item we are interested in is ... kitchen unit listed in ... catalogue under ... heading CM214. As we are building ... large block of apartments, we think ... unit like ... one listed, might be ... best installation for our purposes.

Please let us know what your terms of ... trade are. Could you also tell us if you are able to offer ... trade and ... quantity discounts on ... price for ... large order? We would also be grateful for ... samples of all materials used in ... manufacture of your units.

I am including ... plan of our apartments, and ... dimensions we would need.

Ex. 3. Match these words from the Ex. 2 with their definitions.

| | |
|-------------------|---|
| catalogue | details of conditions of sale. |
| trade discount | price reduction to a company in the same business. |
| order | a small amount of a product offered free to a potential customer. |
| quantity discount | book giving details of items for sale. |
| sample | request from a customer to supply goods. |
| terms of trade | price reduction for a large order. |

Ex. 4. Rewrite the following questions in a less direct form, beginning with the words given.

Examples

a) What are your terms of trade?

Please let us know *what your terms of trade are*.

b) Are you able to offer us trade and quantity discounts on large orders?

Could you also tell us *if you are able to offer trade and quantity discounts on large orders*.

1. Could you send me a copy of your latest brochure?

I would be grateful

2. How much discount will you give on orders of 5,000 units?

Could you please tell us

3. When can we expect to receive the cheque?

I am writing to enquire

4. Would you like us to arrange an appointment with one of our representatives?

Please let us know

5. Has Mr Crane returned from the Menswear Exhibition yet?

Do you happen to know

6. Does your company export to South Korea?

Could you tell us

Ex. 5. John Phillips is telling his secretary what to write when she types out the day's letters. Change his instructions into an acceptable form for business correspondence.

Example

J.P. Ask them for a cash discount.

Sec. Could you offer us a cash discount?

1. Ask for more information about prices.

2. We're out of stock at the moment. Ask them to try again in two weeks.

3. Say that we want these items delivered in three months.

4. Ask them to send us a catalogue and price-list.
5. Find out what their terms of trade are.
6. Tell them to get in touch with us if they can't deliver the goods before Friday.
7. Say that we'd like them to send someone here to give an estimate.
8. Find out if we can get twenty units on approval.

Ex. 6. Make words from the jumbled letters and match them with the definitions in the sentences below:

- | | |
|----------------|----------------|
| a) Ueagtocla; | e) Rented; |
| b) Laoeehslwr; | f) Idisyusrab; |
| c) Metiesat; | g) Etsmcour; |
| d) Wosorhom; | h) Ossutcrepp. |

1. A company or organization that is part of a larger one.
2. A person who buys items from a shop or company.
3. A room where companies demonstrate their products.
4. A kind of magazine giving details of the items a company sells.
5. A prediction of how much an item or service is likely to cost.
6. A written quotation for a large job such as building a factory.
7. A kind of magazine giving details about a school, college, or university.
8. A company or person that buys and sells items only in bulk.

Ex. 7. Complete the following letter of enquiry with the correct prepositions. Say, what Maria Ortega wants to know.

Avda. San Antonio 501
80260 Bellaterra
Barcelona
Admissions Dept.
The International College
145-8 Regents Road
Falmer
Brighton BN1 9QN

12 October 2000

Dear Sir/Madam

I am a Spanish student ... the University ... Barselona doing a Master's Course ... Business Studies, and I intend to spend six months ... England, ... January next year, preparing ... the Cambridge First Certificate.

Your college was recommended ... me ... a fellow student and I would like details ... the First Certificate course, including fees and dates. Could you also let me know if you can provide accommodation ... me ... Brighton ... an English family.

Thank you for your attention, and I look forward to hearing from you soon.

Yours faithfully,

Maria Ortega

Ex. 8. Translate the following sentences into English:

1. Мы будем признательны, если Вы пришлете нам список фирм, торгующих этими товарами.
2. Просим прислать нам подробное описание товаров, которыми мы интересуемся.
3. Мы получили образцы тканей (textiles), посланных Вами в отдельном пакете, и просим прислать нам Ваш прейскурант на эти товары.
4. Мы хотели бы знать, по какой цене и на каких условиях Вы могли бы поставить нам 1000 тонн какао-бобов (cocoa-beans).
5. Просим Вас прислать нам по одному экземпляру Ваших каталогов, брошюр или других печатных изданий, относящихся к насосам, рекламированным Вами в журнале "Энжиниринг" (in the "Engineering").
6. Мы получили образцы Ваших изделий, посланные Вами почтовой посылкой, и просим сообщить нам Ваши цены на эти товары.
7. Нам требуется силовой кабель (power cable) согласно прилагаемым техническим условиям (technical conditions) и спецификации. Мы были бы Вам признательны, если бы Вы сообщили нам с обратной почтой, можете ли Вы поставить нам такой кабель, указав цену, срок поставки и условия платежа.
8. Мы просили бы Вас сообщить нам, по какой цене, в какой срок и на каких условиях Вы могли бы поставить нам 2000 тонн сахара.
9. Мы поместим у Вас этот заказ, если Ваша цена будет конкурентоспособной.

10. Просим сообщить, можете ли Вы гарантировать отгрузку товара в июне.
11. Просим Вас сделать нам предложение на поставку этого оборудования, указав Вашу крайнюю цену, условия платежа и срок отгрузки.
12. Некоторые из товаров, перечисленные в списке заинтересовали нас.
13. Не могли бы Вы сообщить нам адрес другого поставщика?
14. Мы были бы Вам обязаны, если Вы исполните наш заказ как можно быстрее.
15. Нам хотелось бы узнать больше о продукции, которую предлагает Ваша фирма, и мы были бы Вам очень признательны, получив перечень оптовых цен и информацию, касающуюся условий платежа, порядка оформления и выполнения заказов.

Ex. 9. You are Carol Ross, and you are organizing a business trip to Frankfurt for yourself and two colleagues. Write to a travel agency for information, using the following guide:

- Say what you are planning to do.
- Ask the travel agency to send details of flights and hotel tariffs for the month of March. Find out if it is necessary to pay a deposit on the trip.
- Tell them that you would also like to hire a car for two days during your stay, and ask them to send you details.
- Thank them, mentioning that you need a prompt reply.

Ex. 10. Read this reply to a letter of enquiry. Underline the words in the letter which correspond to the words and phrases below.

- | | |
|---------------------------|----------------|
| a) selling through shops; | e) be sorry; |
| b) reply; | f) up-to-date; |
| c) set up; | g) range; |
| d) conditions; | h) extremely. |

GLASTON POTTERIES Ltd
Clayfield, Burnley BB10 1RQ
Tel: 0315 46125 Telex: 8801773 Fax: 0315 63182

Mr J.F. Morreau
1150 boulevard Calbert
F-54015 Nancy Cedex

2 July 2000

Dear Mr Morreau.

Thank you for your enquiry of 28 June in which you expressed an interest in retailing a selection of our products in your shops in France.

Please find enclosed our current brochure and price list.

In response to your request for a 20 % trade discount, we regret that we cannot offer more than 15 %. However, we do give a 5 % quantity discount on orders over £ 10 000. We are sure that you will agree that these terms are highly competitive.

We are confident that we can deliver within two months as you require, but wish to emphasize that payment will have to be by sight draft until we have established a business relationship.

Thank you for your interest and we hope to hear from you soon.

Yours sincerely,

J. Merton
Sales Manager

Enc.

Now write the letter of enquiry which preceded the reply above. You are J.F. Morreau, and you have just seen an advertisement for Glaston Potteries Willow Pattern dinner sets in the May edition of International Homes.

Ex. 11. Read the letter: Reservation Request. Say, what points you have to mention in the reservation request.

CONDO CORPORATION

209 West Street
Kingston, Jamaica, W.I.

The Executive Inn
2 Main Street
Evansville, Illinois 60821

October 2, 19__

Dear sirs:

Please reserve a double room with bath for Ms. Linda Lettman for October 27–29. Mr. Lettman, executive of the Condo Corporation, will arrive at the hotel at approximately 6 p.m. on October 27.

While in Evansville, Ms. Lettman will meet with six members of the local Chamber of Commerce. She would, therefore, like to reserve the use of a small conference room for the morning of October 28, from about 9 a.m. until noon.

Please let us know the rates for both Ms. Lettmans accommodations and the conference room, and confirm this reservation.

Truly yours,

Ex. 12. Use the information to write the reservation request.

Вы собираетесь посетить международный конгресс генеральных директоров банков, который состоится в первом коммерческом банке штата Род Айленд. Напишите письмо по адресу: Hotel Diplomat, 71 Front Street, Providence, Rhode Island 00911, с заказом на двухместный номер. Вы планируете прибыть в отель около 17.00 8-го сентября и остановиться там до 11-го сентября.

ORDERS

In orders like in any business letter the information contained should be exact and complete.

Each order should include:

- 1) precise name of the goods;
- 2) article of the goods (catalogue number and model number);
- 3) quantity;
- 4) price per unit;
- 5) possible discount;
- 6) sales tax;
- 7) total price for a complete parcel of goods;
- 8) terms of payment (in cash, by transfer, by cheque);
- 9) item description (size, weight, colour, material, other characteristics);
- 10) requested delivery day;
- 11) type of transportation;
- 12) authorized signature;
- 13) address of delivery.

Many western companies use special forms for ordering this or that goods. It is often necessary to include an order for some goods into the text of the covering letter. If the information was obtained through advertising it is necessary to indicate the source of the information (newspaper or magazine issue).

The samples of the orders

1.

250 Commonwealth Avenue

Boston, Massachusetts 02118
February 14, 20__

Cape Cod Ornaments, Inc.
94 State Road
West Yarmouth, Massachusetts 02757

Dear Sirs:

I have seen your ad in the Boston Globe of Sunday, February 12, and would like to order the following weather vane:

Model EPC — 18' eagle with arrow, copper, \$34.95. I would like the weather vane sent to the above address by parcel post and charged, with any applicable sales tax and handling costs, to my Visa Account (number 003 0971 A109).

Yours truly,

2.

Dear Sir,
 In reply to your letter dated 8th July we would like to tell you that your terms of delivery and payment are quite acceptable to us, we find your price a bit too high, though.
 We hope, however, that you will grant us a discount when we become your regular buyers. So we are pleased to establish business relations and are placing an order for 5.000 tons of wheat, Sample No 350 with you.
 Please telex the date of shipment.
 We are looking forward to your prompt confirmation of the order.
 Yours faithfully,
 The Secretary,
 Brown & Co.Plc.

3.

Dear Sir,
 We thank you for your Offer of 17th Febr for the delivery of cable.
 Unfortunately we have to tell you that we find your prices much higher than those of other firms who have made us similar offers.
 We could make use of your Offer and place our order with you if you reconsider your prices and reduce them at least by 10 percent.
 As to other terms and conditions, they are quite acceptable to us.
 We are looking forward to your favourable reply.
 Yours faithfully.

The Order Form

| | | | | | |
|--|----------|------------------|---------------|----------------|-------|
| INTERFON INC. Orlando, Florida 35509 USA | | | | | |
| Date: _____ | | | | | |
| Name of Company: _____ | | | | | |
| Order No: _____ | | | | | |
| Telephone: _____ | | | | | |
| Fax: _____ | | | | | |
| Telex: _____ | | | | | |
| Address for Delivery: _____ | | | | | |
| Authorized: _____ | | | | | |
| | Quantity | Item Description | Catalogue No. | Price per unit | Total |
| _____ | | | | | |
| Amount due: _____ | | | | | |
| Terms of payment: _____ | | | | | |
| Requested delivery date: _____ | | | | | |

Note: An order (or an order form) should be sent with a covering letter.

EXERCISES

Ex.1. Use the words below to complete this extract from a covering letter that has been sent with an order.

Would you please make sure that the ... of fabrics is ... carefully in tissue paper, and securely in ... and sent to our main goods... at the above address in Milan.

If the items listed are not available, please do not send ... materials or colours. If there are any problems with ..., could you let us know immediately.

We will ... your draft for 25,000 DM, at our bank as soon as they ... the shipping documents.

If this ... is successful, we will place larger orders in the future.

Deport, wrapped, transaction, delivery, consignment, settle, packed, alternative, crates, hand over.

Ex.2. Match up the phrases in A with the phrases in B to make complete sentences, and put the verbs in- to the first conditional.

Example

If there (be) any delay ... we (*inform*) you at once.

If there is any delay, we *will form* you at once.

A

1. Unless the consignment (arrive) by the end of next week,
2. We (be able) to give you a discount... .

3. Unless the items (be/wrap) with extreme care... .
4. If the colours we specified (be) not in stock... .
5. We (send) the consignment by road
6. If this transaction (be) successful... .

B

1. ... if you (order) more than 20.000 units.
2. ... we (place) further orders with you.
3. ... we (accept) an alternative.
4. ... we (have to) cancel the order.
5. ... many of them (get) broken.
6. ... if the railways (be) still on strike.

Ex. 3. The following verbs can all be used with the noun “order”. Choose the best verb to complete the sentences, using each one only once, in the correct form: *confirm, refuse, deliver, ship, place, make up, cancel, dispatch*.

1. We should like to ... an order with you for 5,000 units.
2. As we are unable to supply the quantity you requested, it would be quite understandable for you to ... your order.
3. We are confident that we will be able to ... the order to you next week.
4. You will be pleased to know that your order K451 has already been ... from our depot.
5. Please ... your order in writing, so we can inform our distribution depot.
6. Your order was ... yesterday on the SS Oxford.
7. Unfortunately, we shall have to ... your order unless payment is settled in cash.
8. I would like to reassure you that your order will be ... in our depot by staff who have experience in handling these delicate materials.

Ex. 4. A. Read the following memo from a buying manager to a secretary.

MEMORANDUM

To: Sabine Muss

From: D. Faust (Buying Manager)

Date: 5 May 2000

Please place an order with D. Causio of Satex for the items I've indicated on the catalogue attached. Remind him in the accompanying letter that the terms we agreed on were payment by banker's draft, and delivery within six weeks.

Thank you.

B. Now look at the sales catalogue Mr. Faust mentioned in his memo.

SATEX S.p.A.
Spring catalogue

| Item | | Catalogue No. | Price (DM per item) | |
|--------------------|-------------|---------------|---------------------|----|
| Shirts | | | | |
| Plain | white | S298 | 30 | 50 |
| | blue | S288 | 30 | 50 |
| Striped | white/blue | S301 | 35 | |
| | white/grey | S302 | 35 | |
| | white/green | S303 | 35 | |
| Pullovers (V-neck) | | | | |
| Plain | red | P112 | 40 | 20 |
| | blue | P155 | 40 | 20 |
| | black | P196 | 40 | |
| Patterned | blue | P305 | 52 | |
| | black | P306 | 52 | |

C. Now, use the information from the memo and the catalogue to complete the order form.

SATEX S.p.A.
Via di Pietra Papa 00146 Roma

ORDER FORM

Date: 5 May 19__
Name of company: Reiner GmbH
Order No: W6164
Telephone: 05 41/7/98 25 21
Fax: 05 41/3 82 21
Telex: 2918176
Address for delivery: Wessumerstrasse 215-18, D-4500 Osnabruck
Authorized: (D.Faust)

| Quantity | Item description | Cat No. | Price c.i.f. | Total |
|----------|------------------|---------|--------------|-------|
|----------|------------------|---------|--------------|-------|

Amount due:
Terms of payment:
Requested delivery date:

Ex.5. Write a covering letter with this order, from Sabine Muss on behalf of D.Faust.

1. Thank Satex for their letter of 1 May, catalogue, and price-list.
2. Tell them you have enclosed the above order, and that you expect delivery within six weeks. You will pay by banker's draft when you receive the shipping documents.
3. Explain that if items are not available they should not send substitutes.
4. Tell them that if there are any problems with delivery, they must let you know at once.
5. Close by saying you look forward to receiving acknowledgement of your order.

Ex. 6. Write a covering letter from Anne Lenoir for an order according to the instructions in the memo below.

YACHT INTERNATIONALE
12 BVD SALVADOR F-13006 MARSEILLE

MEMO

To: Anne Lenoir Date: 25 September 19__

From: Jacques Delmas

Please write a covering letter to accompany Order R497. Despatch details as follows:

Name of supplier: Mr. H. Kjaer (Sales Director)

Address: Dansk Industries, Kongens Nytorv 1, DK-1050 Kobenhavn K.

Consignment: navigational instruments

Please remind Dansk to pack the goods individually in 8 crates, numbered with our logo. Tell them to send the instruments air freight, c.i.f. Marseille, to reach us no later than 18 May.

Their invoice should show all individual costs and the 12% trade and 3% quantity discounts we agreed on. Remind them to send this with the insurance certificate, and Air Waybill to the Bank of Marseille, 153-6 avenue Charles de Gaulle, F-12019, Marseille, where we will hand over our sight draft.

Thank you.

UNIT III
REPLIES TO ENQUIRIES (LETTER-OFFER)

It is impolite to leave the letter (or the telex) unanswered even if at the moment you are not ready to give a definite reply. You should send an intermediate answer (letter, telex).

A reply to an enquiry (if the Seller cannot send an offer immediately) states reasons why the Seller cannot send an offer at once and what is being done meanwhile. It also states alterations as to the quantity of the goods, their model, delivery dates, etc.

If the Seller can meet the requirements of the Buyer, he sends an offer stating the name of the goods offered, their quantity and quality, the price, the delivery time or date, the terms of payment, the marking and packing instructions and other conditions.

Useful Phrases

1. In reply to your enquiry for ... we are offering you ...
2. In reply to your enquiry and in confirmation of our today's telephone conversation we are pleased to offer you ...
3. We have received your enquiry and are happy to inform you that we can make you an offer for ...
4. Referring to your enquiry we would like to tell you that we could deliver.
5. We thank you for your enquiry and are pleased to inform you that we could supply you with ...
6. We are carefully studying your enquiry and hope to send you our quotation very soon.
7. We have forwarded your enquiry to the manufactures and will contact you as soon as we have their reply.
8. We are very sorry that we are unable to accept new orders for delivery within the time specified.
9. We thank you for your enquiry of ... but regret to inform you that we cannot offer you the goods required by you.
10. As our plant is fully engaged with orders, we find it impossible to put forward a quotation for delivery.
11. We very much regret that we are unable to accept new order for delivery within the time specified by you.
12. We are sorry that at present time our machines are not available for sale and must ask you to excuse us from sending you a quotation.
13. We should prefer not to forward an offer for this machine as it is under re-designing now.
14. We may revert to the matter late next month (at the end of next week).
15. The matter is having our careful attention we hope to send our quotation at an early date.

There are several kinds of replies to enquiries

1. Acknowledgement (благодарить за оказанную услугу).

MARKHAM'S CARDS AND GIFTS

400 Paseo de Peralta
Santa Fe, New Mexico 87501
February 23, 19__

Mr. Herbert Benjamin
Sales Representative
Newmart Cards, Inc.
399 North Canon Drive
Beverly Hills, California 90210

Dear Mr. Benjamin:

Thank you for arranging for us to receive our Easter card displays a bit early this year. We installed them as soon as they arrived on Monday, and we've already sold out two lines!

The two months between now and Easter will be busy ones, and I suspect you'll be hearing from us again soon.

Best wishes,

Hedy Rosen
Assistant Buyer

2. Follow-up (подтверждение устной договоренности).

THE COMMITTEE TO KEEP MINNESOTA GREEN

24 North Main Street
Blackduck, Minnesota 56630

July 3, 19__
Ms. Christine Solars
Solars, Solars, and Wright
62 Onigum Road
Walker, Minnesota 56484

Dear Ms. Solars:

We are pleased that you will be participating in the Ecology Colloquium sponsored by the Committee to Keep Minnesota Green. As we discussed in our recent conversation, the Colloquium will take place on June 29 in the convention room at the Blackduck Inn.

The Colloquium will begin with the keynote address at 10:30 A.M. At 11:00, you will join our other guests of honor in a debate on the topic, "The Cost of Conservation: Public or Private Responsibilities?"

Along with the other members of the Committee, I am looking forward to our meeting on the 29th.

Sincerely yours,

3. Confirmation (подтверждение приема заказа).

THE BARCLAY
5500 South 96th Street
Omaha, Nebraska 68127

August 10, 19__

Mr. Albert Durrell
2233 Connecticut Avenue, N.W.
Washington, D.C. 20008

Dear Mr. Durrell:

This letter will confirm your reservation for a single room with bath for August 24–27. Your room will be available after 2 P.M. on the 24th.

Since you will be arriving in Omaha by plane, you may want to take advantage of The Barclay's Shuttle. Our limousine departs from the domestic terminal every hour on the half hour, and the service is free for guests of the hotel.

Cordially yours,

4. Order acknowledgement (сообщение о выполнении заказа на товар).

PAYTON'S PLASTICS, INC.
1313 Spruce Street
Philadelphia, PA 17512

September 16, 19__

FRAMES-BY-YOU
126 Walnut Street
Philadelphia, PA 17503

ATTENTION: MS. CYBEL MEGAN

Dear Sirs:

We are pleased to have received your order of September 15 and would like to welcome you as a new customer of Payton's Plastics.

Your order (No. 62997) for one dozen 4" x 5" sheets of 1/8" Lucite is being processed and will be ready for shipment³ on September 21. It will be delivered to your workshop by our own van, and payment will be c.o.d. (our policy for all orders under \$100).

We are sure you will appreciate the clear finish and tensile strength of our entire line of plastics. Ms. Julie Methel, your sales representative, will call on you soon with a catalogue and samples.

Cordially,

5. Delayed delivery (задержка выполнения заказа).

A

Dear Mr. Norton:

Thank you for your order of October 22 for 6 rolls of black nylon webbing. We are eager to deliver Order 129 to your store as soon as possible.

But first, please let us know whether you'd like the webbing in 1-, 1 1/3; or 2 1/2 -inch widths. If you note your preference on the bottom of this letter and mail it back to us today, we can have your order ready by the beginning of next week.

Olsen's Upholstery products are among the finest made, and we're sure you'd like to receive your purchase without further delay.

Sincerely yours,

B

AMERICAN ELECTRIC COMPANY. INC.
1066 Third Avenue
New York, New York 10081

Dear

Requests for our pamphlet, "10 Points to Consider When Buying Home Video Equipment have been overwhelming. As a result, we are temporarily out of copies.

Nevertheless, the new printing is presently being prepared, and I have added your name to the mailing list to receive a copy as soon as it is available.

In the meantime, you may find an article by Professor Leonard Mack, of the Pennsylvania Institute of Technology, to be of some help. The article, entitled "The Latest Crop of Horn Video Centres", appeared in the September issue of Consumer Digest.

Sincerely,

6. Partial delivery (частичное выполнение заказа).

SILVER IMPORTS. LTD.
609 San Anseimo Avenue
San Anseimo, California 94960

March 1, 19_

Ms. Bonnie Corum
Bonnie's Baubles
4091 West Ninth Street
Winston-Salem, North Carolina 27102

Dear Ms. Corum:

Thank you for your recent order, number 622. We are always especially delighted to serve an old friend.

Your six pairs of Chinese Knot earrings (item 15b) and one dozen Primrose pendants (item 8a) have been shipped by United Parcel and should arrive at your boutique within the week.

Unfortunately, our stock of cloisonne bangle bracelets (item 9d) has been depleted because of a delay in shipments from China. Our craftsmen have been at great pains to keep up with the demand for these intricate and finely wrought bracelets. We have put your one dozen bracelets on back order and hope to have them on their way to you before the end of the month.

Very truly yours,

Chun Lee Ng
Manager

7. Substitute delivery (отправка другого товара).

BOOK&-BY-MAIL
P.O. Box 799
Dallas, Texas 75220

April 10, 19_

Mrs. Donna Phillips
RFD2
Crosby, Texas 77532

Dear Mrs. Phillips:

Thank you so much for ordering Indra Madhur's outstanding book. An Introduction — to Indian Cooking. As you know, in the fifteen years since its first publication, Mr. Madhur's book has become a classic and a standard for great cooks everywhere.

Sadly, An Introduction is no longer in print, and I am returning your check for \$15.95. But to satisfy your interest in Indian cuisine, I would like to suggest an alternative, Purnamattie Jaffre's Indian Gourmet. Ms. Jaffre was a student of Mr. Madhur, and her recently published volume has been widely hailed by both food and cookbook critics.

If you would like a copy of Indian Gourmet, which costs only \$13.95, please let me know, and I will immediately send it to you.

Cordially,

David Ewing
Order Department

8. Referral (рекомендация к другому адресату).

Dear Mrs. Simpson:

Your request for information regarding marriage counsellors in your community can best be answered by the Board of Community Services.

I am therefore referring your letter to Mr. Orlando Ortiz at the Whitestone Community Board. He will, I am sure, be in touch with you soon.

Yours truly,

9. Refusal (отказ).

AGNES CAFIERO, M.D.
California Institute of Psychiatry
629 Seventh Avenue
San Francisco, California 94120

September 1, 19__

The Honorable Nelson McKenzie
The State Capitol Building
Sacramento, California 91400

Dear Mr. McKenzie:

Thank you for your recent request for my endorsement of your campaign for United States Senator. I am honored that you believe my name could be of value to you.

My professional policy, however, is to refrain from public endorsements. In my practice, I treat patients of all political parties, and I strongly believe that it is in their best interest that I maintain a nonpartisan position.

Privately, of course, I allow myself more leeway. I have always been impressed by your stand on the issues, particularly your support of the Equal Rights Amendment. I wish you all the best in your campaign and am enclosing a personal contribution of \$100.

Sincerely yours,
Agnes Cafiero, M.D.

EXERCISES

Ex. 1. Fill in the prepositions or adverbs, if it is necessary.

1. We are contacting ... the manufacturing plant ... order to find ... when the machine will be ready ... shipment.
2. We greatly regret to advise you that ... the present time our plant finds it impossible to manufacture this machine ... conformity ... the technical conditions sent ... you.
3. We have forward your enquiry ... our plant ... the view ... finding out how soon this model can be altered according ... your specification.

4. We will send you our quotation ... these goods ... an early date.
5. Our plant is so fully engaged ... orders that we are not ... a position to offer you these goods ... delivery ... the time required ... by you.
6. We must ask you to excuse us ... putting ... a quotation ... this machine as it is ... re-designing.
7. We will revert ... this matter ... a few days.

Ex. 2. Translate the following sentences from Russian into English:

1. Ввиду большого спроса на этот товар наша фабрика в настоящее время полностью загружена заказами. Поэтому мы не в состоянии гарантировать поставку в течении 3-го квартала 20__г.
2. С сожалением сообщаем, что наш завод не сможет изменить модель 25П в соответствии с вашей спецификацией.
3. Мы уделим этому делу должное внимание и надеемся выслать вам наше предложение через несколько дней (в течении ближайшей недели, до конца этого месяца).
4. К сожалению мы не можем предложить Вам эту модель, так как она находится в стадии переработки.
5. Мы вернемся к Вашему запросу, как только будут закончены эксплуатационные испытания этой модели.

Ex. 3. Put the verbs in brackets into the gerund (e.g. *doing*) or infinitive (e.g. *to do*) in the following letter:

Example

We thought of (*go*) into this market.

We thought of *going* into this market.

1. After (discuss) the terms of your offer, I regret (say) our board has decided (delay) its decision.
2. You probably remember us (ask) for trade and quantity discounts.
3. Unfortunately, the discounts offered would not be sufficient (make) half the profits we had calculated.
4. I have pleasure in (enclose) your estimate.
5. We would be interested in (retail) a selection of your products, and look forward to (receive) your samples.
6. After successfully (promote) this product in France, we now plan (launch) it onto the Italian market.

Ex. 4. Here are some of the questions Mr. Whang asked. Rewrite them in reported speech.

Example

Do you offer discount on large orders?

He asked if they offered discounts on large orders.

1. How soon can the goods be delivered?
He asked ...
2. Can you send me details of your prices?
He asked for ...
3. Where can the goods be purchased?
He wanted to know ...
4. Is there an after-sales service?
He asked ...
5. How long are the goods guaranteed for?
He asked ...
6. What are your terms of payment?
He wanted to know ...
7. Do you give quantity discounts, and how much are they?
He asked ...
8. Can you send me details of the range of goods available?
He wondered ...

Ex. 5. Read the following reply to a letter of enquiry. Mr Fest refers to specific questions asked by Mr Whang. Which of the items below did he request information about?

- 1) how soon the goods can be delivered;
- 2) details of prices;
- 3) where the goods can be purchased;
- 4) after-sales service;
- 5) how the goods will be transported;
- 6) terms of payment;
- 7) quantity discounts;
- 8) cash discounts;

- 9) details of the range of goods available;
- 10) which bank will handle the transaction;
- 11) guarantee.

Dear Mr Whang,

Thank you for your enquiry of 16 August concerning our equipment, which you saw at the International Farm Machinery Fair in Bonn.

In answer to the specific questions in your letter, first, let me say we are willing to consider substantial discount on orders over 200,000 DM.

All our machinery is guaranteed for three years against normal use, and we have several agencies in your country with home-trained mechanics to service all our products.

With regard to the terms of payment, which you mentioned, we would consider payment by 30-day bill of exchange, documents against acceptance, provided you could offer two referees.

We can fulfil orders within three months, unless there are special specifications, which may take a little longer, and you can buy equipment from us, or through our agents in your country.

We are enclosing our current catalogue and price-list quoting c.i.f. Bangkok prices, which you requested, and we think you will find the earth-moving equipment on pp 101–115 particularly interesting for the work you have in mind. If you require any further information, please contact us and we will be pleased to supply it.

Yours sincerely,

Gustav Fest
Sales Director

Ex. 6. Read the following letter of reply and choose the best words from the options in brackets.

Dear Mr Osterheld,

We were very pleased to receive your (correspondence, enquiry, mail) of 14 October 19__, asking about our leather and sheepskin (range, cloths, products) and terms of (dealing, trade, conditions).

First let me say that our (label, mark patent) is internationally famous because of the quality of our garments, and we are convinced they will sell very well through your (outlets, factories, warehouses). We think you will agree with us when you look through the enclosed (manual, catalogue, leaflet) and examine the (specimens, examples, samples) we are forwarding separately.

You will see from the price-list that we take care of all freight and insurance costs, so the prices are quoted on a(n) (c.i.f., ex-works, f.o.b.) basis. We will also allow (trade, cash, quantity) discounts for orders over \$10,000, and with the usual trade references, we can arrange for payment by 60-day (bill, letter, draft) of exchange.

Thank you once again for your enquiry, and we are sure you will be impressed by the (vast, huge, wide) selection of our garments. Meanwhile, if there are any further details you need, please contact us.

Yours sincerely,

Ellena Onate
Sales Director

Ex. 7. A. Complete this letter of enquiry with the correct prepositions.

GDM Ltd
516 Gipsev Rd Headington Oxford OX3 6BP UK

The Chairman
Busch AG .
Leopoldstr. 601
D-8000 Munchen 3

10 June 19__

Dear Sir,

We were impressed ... your display ... office furniture ... the Expoquip trade fair held ... Madrid ... laundry. We are a group ... retailers specializing ... the sale ... top-quality non-electronic office equipment, and we are seeking a supplier ... our stores.

Could you send us your latest catalogue and price-list, details ... materials used ... your products, and information regarding credit terms and discounts?

We look forward ... receiving your reply.

Yours faithfully,

Anne Croft (Miss)
Sales Director

B. Now read this memo from Gerd Busch, of Busch AG to his secretary. Use the information to write a letter of reply to Anne Croft the secretary, on Mr. Busch's behalf.

MEMO

To: Birgit Lange
From: G. Busch

Date: 14 June 19__

Please reply to this letter. Send Miss Croft a catalogue and price-list and quote her c.i.f prices to London,

Mention also the following:

2-year guarantee on all our products

Highest-quality materials used

No credit terms (our prices highly competitive due to small profit margins)

Cash discount of 3 per cent offered

Do encourage her to contact us again.

Thanks.

Ex. 8.

You are employed in the shipping department of Kenbote Products, Inc., 200 Southeast Fourth Street, Miami, Florida 33131. Write a letter acknowledging the following order from Ellen Smith, buyer for Gold's Specialty Shops, 3636 West Grace Street, Tampa, Florida 33607.

Dear Sirs:

Please send me two dozen exercise suits (style L-29) in the following assortment of size and colors:

Vanilla – 3 petite, 3 small, 4 medium, 2 large.

Chocolate – 2 petite, 4 small, 4 medium, 2 large.

Charge my account (882 GS5) for the wholesale price of \$22 per suit.

I would like the order shipped air express and would appreciate your letting me know how soon I may expect delivery.

Yours truly,

Ex. 9.

You are employed by the Lowsen Linen Company, P.O. Box 762, Bloomfield, New Jersey 07003. Write a letter to Mrs. Marianne Rollins, 444 Ross Avenue, Caldwell, New Jersey 07006 to explain a delay in shipping her order for one set of Floral Mist queen-size sheets and pillowcases. Because of a factory strike, all orders have been hold up, but assure her that negotiations are progressing and settlement is expected soon. Convince her to wait and not cancel her order

Ex. 10.

Arthur Edwards, owner of Edwards Drug Store, 1540 Peachtree Street, N.E., Atlanta, Georgia 30309, has been a customer of the Southern Cosmetics Company, 2109 Lenox Road, N.E., Atlanta, Georgia 30326, for seven years. Because Mr. Edwards has placed an unusually large order, he has requested a special discount. As a representative of Southern Cosmetics, write a letter to Mr. Edwards refusing the discount.

UNIT IV COMPLAINTS AND CLAIMS

Complaints and claims usually arise from the delivery of wrong goods, damaged goods or not enough goods, there is also the matter of the goods not being of the kind expected, not being according to the samples or description. Delay on delivery is another cause for complaints.

Replies to letter of complaints should open with an apology, or at least an expression of regret, when an apology is inappropriate.

Then the circumstances, which caused the trouble, should be explained. It will then be advisable to express the hope that the party making the complaint has not been unduly inconvenienced.

Then the writer should state what is proposed to be done to set things back or allow a special reduction in the price.

Finally the writer should state that every effort will be made to prevent the recurrence of this kind of trouble, and express hope that the good relations between the two parties will continue.

Any complaint should be dealt with promptly, otherwise delay will cause more trouble. If an investigation is required which is likely to take some time, the complaint should be acknowledged, with an explanation that it is being attended to and a promise of a full reply as soon as everything is cleared up.

1. In connection with poor quality or damaged goods

We regret to inform you that you have supplied goods below the standard we expected from the samples.

The bulk of the goods delivered is not up to sample (is inferior to sample), Unfortunately, we find that you have sent us to wrong goods. We have had an analysis made and the report says that the chemical content is ... % less than guaranteed.

We cannot accept these containers as they are not the size and shape we ordered.

Although the quality of the goods is not up to sample, we are prepared to accept them if you reduce the price by 12 %.

We much regret that we have to complain about the insufficient (inadequate) packing (or carelessness in packing, or packing of the wrong type, i.e. unsuitable to local conditions).

The packing inside the case was too loose with the result that there was some shifting of the contents and several things have been broken; the attached list will give you all the details.

The cartons must have been very roughly handled during loading or discharging and the contents appear to have been slightly damaged. Therefore we reserve the right to call on you for compensation.

We hope you will pay more attention to packing to avoid any breakage in future.

A number of cases arrived in a badly damaged condition, the lids were broken and the contents were crashed.

The goods shipped by you against our Order do not correspond to the sample on the basis of which our order was placed.

As the period of guarantee has not expired yet, we ask you to replace the machine by another one.

We have examined the goods in the damaged cases and find that we cannot use them.

We cannot make use of the goods and are very sorry to have to return them to you.

We must ask you to carry out our orders more carefully in future.

We regret that unless we hear from you soon, we shall have to cancel our order.

С сожалением сообщаем Вам, что Вы поставили товар, качество которого ниже стандарта, ожидавшегося нами судя по образцам.

Большая часть поставленного Вами товара по качеству ниже образца. К сожалению, мы обнаружили, что Вы поставили нам не тот товар. Мы произвели анализ, и из акта видно, что ее (руды) химическое содержание на ... % хуже, чем гарантировано.

Мы не можем принять эти контейнеры, так как и по размеру и по форме они отличаются от заказанных нами.

Хотя качество товара не соответствует образцу, мы готовы принять его, если Вы снизите цену на 12%.

Мы очень сожалеем, что нам приходится заявлять Вам жалобу о недостаточной упаковке (или о небрежности при упаковке, или об упаковке, не соответствующей местным условиям).

Упаковка внутри ящика была не совсем жесткой, в результате чего содержимое ящика перемещалось, и часть его была сломана. Из прилагаемого списка Вы можете узнать все подробности.

С коробками, очевидно, очень грубо обращались во время погрузки или разгрузки, и содержимое, по-видимому, слегка повреждено. Поэтому мы оставляем за собой, право обратиться к Вам за компенсацией.

Мы надеемся, что впредь Вы будете уделять больше внимания упаковке, с тем чтобы избежать каких-либо поломок.

Ряд ящиков прибыли в сильно поврежденном состоянии, были сломаны крышки и попорчено (помято) содержимое.

Товар, отгруженный Вами в счет нашего заказа, не соответствует образцу, на основе которого мы разместили свой заказ.

Поскольку еще не истек срок гарантии, просим Вас заменить данную машину другой.

Мы осмотрели товар в поврежденных ящиках и сочли, что мы не можем его использовать.

Мы не можем использовать этот товар и, к сожалению, должны вернуть его Вам.

Мы должны просить Вас более тщательно впредь выполнять наши заказы.

Мы сожалеем, но если в ближайшем будущем мы не получим от Вас известий, нам придется аннулировать наш заказ.

2. In connection with delay in delivery

If you cannot deliver the goods within the next month, we shall have to cancel the order and get the goods else where.

The delay in delivery against our Order is causing us considerable inconvenience.

This is not the first time we have to complain of delay in delivery.

Please ship the Spare Parts by the first boat available.

You will remember that it was agreed the goods would arrive here by the end of the month, otherwise the installation of the machinery cannot be carried out in the time planned.

If the goods have not been shipped yet, we must ask you to send them by air.

An explanation of this delay will be appreciated.

We must ask you to despatch the consignment immediately, if you have not already done so, anyway please inform us by telex what the position is.

We hope to hear from you by telex that the consignment is on its way.

As the delay in delivery has lasted over six weeks, in accordance with clause 4 of the Contract you will have to pay us damages.

Our Import Licence is due to expire on the 30th of this month. We therefore urge you to do everything possible to hasten the despatch.

3. In connection with missing or short-shipped goods

The consignment contains only 30 cases instead of 35 cases stated (entered) on the Bill of Lading.

On checking the goods received we find that several items on your Invoice have not been included; we enclose a list of the missing articles.

Unfortunately, you have not sent us all the goods we ordered; the following are missing ...

There is a discrepancy between the packing list of case 3 and your invoice: the number of items entered on the invoice and that in the case do not coincide.

We regret to have to tell you that the last consignment was short-shipped by 1 cwt. (hundred-weight).

Если Вы не сможете поставить товар в течение следующего месяца, нам придется аннулировать заказ и, купить товар в другом месте.

Задержка поставки товара в счет нашего заказа создает для нас большие неудобства.

Не в первый раз нам приходится, заявлять Вам жалобу о задержке в поставке товара.

Просим Вас отгрузить запчасти первым пароходом (имеющимся в наличии).

Вы, очевидно, помните, что было согласовано, что товар должен прибыть сюда в конце месяца, в противном случае не может быть проведена установка оборудования в запланированные сроки.

Если товар еще не отгружен, мы вынуждены просить Вас отправить его самолетом.

Мы будем благодарны за объяснение данной задержки.

Мы вынуждены просить Вас отправить эту партию немедленно, в случае, если Вы этого еще не сделали, во всяком случае, просим Вас информировать нас телексом, каково положение с отгрузкой.

Надеемся получить от Вас сообщение телексом о том, что эта партия товара уже в пути.

Поскольку задержка в поставке превысила 6 недель, то в соответствии со статьей 4 контракта, Вам придется уплатить нам штраф.

Срок нашей импортной лицензии истекает 30-го этого месяца. Поэтому мы настаиваем, чтобы Вы сделали все возможное, чтобы ускорить поставку.

В партии содержится лишь 30 ящиков вместо 35, указанных в коносаменте.

Проверив полученный товар, мы обнаружили, что не хватает нескольких позиций, включенных в Ваш счет-фактуру. Прилагаем список недостающих позиций.

К сожалению, Вы не прислали нам все заказанные нами товары, не хватает следующего ...

Между упаковочным листом ящика № 3 и Вашим счет-фактурой имеется несоответствие: число позиций, занесенных в счет-фактуру, не соответствует тому, что содержится в ящике.

С сожалением нам приходится сообщить Вам, что последняя партия товара недогружена на 1 центнер.

The sample of claim

JACK'S HARDWARE STORE
72 Elm Street Kennebunk, Maine 06606

April 12, 19__
Eterna-Tools, Inc.
Route 9
Saddlebrook, New Jersey 07666

Dear Sirs:

On March 1, we ordered and subsequently received one case of handsaws¹, model 88b. We paid for the order with our check no. 7293, a photocopy of which is enclosed.

When we decided to order these saws instead of model 78b, it was at the urging of your sales representative, Harold Saunders. He assured us that the new saws were more durable and efficient than the older model.

However, we have now had the saws on our selling floor for three weeks, and already six have been returned with broken teeth by extremely dissatisfied customers.

We are therefore returning the entire order of 88b saws and would like to be refunded² for their full purchase price plus shipping expenses³.

Yours truly,

Letter of adjustment

GLEASON'S DEPARTMENT STORE

2297 Front Street
Phoenix, Arizona 99065
December 8, 19__
Ms. Rosetta Faico 811 Regent Street Phoenix, Arizona 99087

Dear Ms. Paico:

As you mentioned in your letter of December 3, you were indeed billed⁴ for a purchase you had not made.

According to our records, you should not have been charged the \$83.95, and the sum has been stricken⁵ from your account.

Thank you for bringing this matter to our attention. We hope you have not been inconvenienced and will visit Gleason's soon so that we may again have the pleasure to serve you.

Sincerely yours,

EXERCISES

Ex. 1. Вы получили не тот товар, который заказывали, напишите соответствующее требование.

On June 8, the Venus Hair Salon, 307 Main Street, Middleburg, Virginia 22117, placed an order (no. 6629) for one dozen sets of medium-sized electric rollers with Murphy's Beauty Supplies, Inc., 8022 E. Fourth Street, Richmond, Virginia 22888. The rollers cost \$10.95 per set, for a total of \$131.40. However, due to a slipup in the shipping department, Murphy's sent one dozen sets of higher-priced jumbo-sized rollers and enclosed an invoice indicating the price as \$12.95, for a total of \$155.40. Write the claim letter that the Venus Hair Salon should send in order to straighten out the order and receive the rollers they want.

Ex. 2. Напишите ответ на письмо из задания 1.

Write the adjustment letter that Murphy's Beauty Supplies should send in response. Because of the additional labor and shipping expenses, offer to charge the lower price for the jumbo rollers and encourage the salon to buy another set of medium sized rollers, also at \$10.95 per set.

Ex. 3. Напишите требование разъяснить счет представленный неверно.

On September 5, Arnold Hayes received a monthly statement from Nayak & Nolan (10 French Market Place, New Orleans, Louisiana 70153), where he has hold a charge account for eight years. The statement included a "previous balance" from the august statement. However, Mr. Hayes had promptly paid that balance (of \$81.23) on August 7 and has a canceled check to prove it. Write the claim from Mr. Hayes, 80 Arch Drive, New Orleans, Louisiana 70155, asking that his account be a check to cover the remaining balance on his account (\$107,80)

Ex. 4. Напишите ответ на письмо из задания 3.

Refer to Ex. 3. and write the letter of adjustment from Nayak and Nolan, acknowledging the error.

¹ a hand saw — ручная пила.

² to refund — возмещать

³ shipping expenses — транспортные расходы.

⁴ to be billed — быть представленным в суете (о счете).

⁵ to be stricken from the account — убрать со счета.

UNIT V SOCIAL LETTERS

Congratulation letters

If you want your letter of congratulation to be a success, you should write it as soon as you hear the good news. There are a lot of reasons for writing congratulation letters: business promotion, an important company anniversary, business policy changes, achievements in advertising, servicing or creating new products, etc. In writing this kind of letter, you should always mention the occasion that prompts it.

Note: only the man receives “congratulations” on his engagement. The woman receives “best wishes” Never write “Good luck” at the end of the letter.

Useful phrases

| | |
|---|---|
| We congratulate you on... . | Наши поздравления с |
| Congratulations on | Наши поздравления с |
| Warm (sincere) congratulations, good luck and best wishes... . | Наши теплые (искренние) поздравления, пожелания успехов и счастья! |
| Please accept our heartiest congratulations on... . | Просим Вас принять наши поздравления от всего сердца |
| Permit me to congratulate you on | Разрешите мне поздравить Вас с |
| I was delighted to learn | Я с удовольствием узнал |
| It was with great pleasure that we learned of your appointment... . | С большим удовольствием мы узнали, что Вас назначили ... (о Вашем назначении). |
| May we congratulate you on your promotion | Разрешите поздравить Вас с повышением по службе |
| We were delighted to read in the trade journal that you had been promoted and | Мы с удовольствием прочли в торговом журнале о том, что Вы получили повышение по службе и |
| We want to send you our sincere good wishes and | Мы хотим послать Вам наши искренние и наилучшие пожелания и |
| Your note of congratulations is deeply appreciated. | Большое спасибо за Ваше письмо-поздравление. |
| Your message of good wishes gave me a great deal of pleasure. | Я получил огромное удовольствие от Вашего письма с наилучшими пожеланиями. |
| It was good (fine, nice, kind; wonderful; thoughtful) of you to write to me as you did. | Было очень мило с Вашей стороны (чудесно, предусмотрительно) написать мне. |

Sample of Letter of Congratulation

Dear Alan,

Congratulations on your promotion to senior accounts executive. You have worked hard for Rembow Consultants, and I am delighted that your efforts have been rewarded.

As you move into your new office and assume the weight of responsibilities that go along with your new position, please let me know if I can be of any assistance.

Sincerely,

Letter of Gratitude (Letter of Thanks)

A letter of thanks for hospitality, presents, any services, which were made for you should be written as soon as possible.

The letter of thanks should be sincere, simple and brief. Never write "Thanks again" at the end of the letter.

Useful Phrases

to afford (render) hospitality
(assistance)

оказывать гостеприимство (по-
мощь)

We thank you for the samples
of your products.

С благодарностью подтвержда-
ем получение образцов Ваших из-
делий.

Thank you ever so much
(most sincerely, very much in-
deed)...

Большое спасибо...

I am most grateful to you for ...

Премного Вам благодарен за ...

I regret very much that I did
not have a chance to thank you
personally for...

Я очень сожалею, что не имел
возможности лично поблагодарить
Вас за...

This is to thank you again for
your wonderful hospitality and to
tell you how much I enjoyed... .

Пишу, чтобы еще раз поблаго-
дарить Вас за чудесное гостепри-
имство и сказать Вам, какое боль-
шое удовольствие я получил... .

Thank you for one of the most
enjoyable visits we have had to
your country.

Благодарю Вас за один из самых
приятных визитов в Вашу страну.

Thank you for doing so much
to make your trip to London in-
teresting and fruitful.

Спасибо Вам за то, что Вы сде-
лали нашу поездку в Лондон такой
интересной и полезной.

Thank you for contributing so
much to make our stay in your
country pleasant and resultful.

Благодарим Вас за все то, что
Вы сделали, чтобы наше пребыва-
ние в Вашей стране было таким
приятным и результативным.

I am very grateful to you for
your generous hospitality.

Я очень Вам благодарен за Ваше
щедрое гостеприимство.

I hope some day you will find
yourself in our country so that we
can reciprocate your kindness.

Надеюсь, что когда-нибудь Вы
окажетесь в нашей стране, и я смо-
гу отплатить Вам за Вашу доброту.

Sample of Letter of Thanks

Dear Lucy,

Thank you for the wonderful set of cookbooks. This thoughtful gift helped to make my birthday a very special occasion.

Sincerely,

Invitation Letters

There are several ways of extending an invitation to a social gathering:

1. The formal way, by means of a written invitation in the third person, often on printed cards in whose blank spaces the name and the details of gathering are inserted.
2. Less formal way, by an ordinary friendly letter.
3. The least formal way when the invitation is given in conversation or over the telephone.

The invitation should be sent about two or three weeks before the event. The form of the reply is determined by the form of the invitation. The formal invitation should be finished by R.S.V.P. what means "Repondez s'il vous plait" (Fr.) = "Please send your reply." It is important to write the letter accepting the invitation or the letter of refusing the invitation.

Useful phrases for accepting or refusing invitations

| | |
|--|---|
| We are delighted to accept ... | Мы с удовольствием принимаем ... |
| We look forward to joining you ... | Мы с нетерпением ждем встречи с Вами на ... |
| We are sincerely happy to join you... | Мы искренне рады встрече с Вами на... |
| We are pleased to accept... | Мы с удовольствием принимаем ... |
| Unfortunately it will be impossible for us to... | К сожалению, мы не сможем ... |
| I am sincerely sorry that we cannot join you for ... | Мы искренне сожалеем, что не сможем встретиться с Вами на ... |
| We regret we cannot accept ... | К сожалению, мы не можем принять ... |
| Very regretfully we find that we cannot... | К большому сожалению, мы узнали, что не сможем ... |
| Please accept my sincere regrets at not being able to join you for ... | Просим принять наши искренние сожаления, что мы не сможем встретиться с Вами на ... |

Samples of Invitation Letter

THE BROOKDALE CHAMBER OF COMMERCE

requests the pleasure of your company
at a dinner honoring
the Honorable Stacy Coughy
Wednesday, the third of June
at seven o'clock
The Stardust Room of the Excelsior Hotel
R.S.V.P.

JACO FILMS, INC.

1120 Avenue of the Americas
New York, New York 10036

January 3, 2002

Dear

In a few weeks JACO will proudly release its new feature-length, *The Purchase*, starring Amanda Theriot in her first appearance in seventeen years.

A special preview showing of *The Purchase*, for friends of Ms. Theriot and of JACO Films, will be held on January 19, at 8 P.M., at the Regent Theatre on Broadway and 52nd Street.

You are cordially invited to attend this preview. Admission will be by ticket only, which you will find enclosed. Following the film, refreshments will be served.

Sincerely yours,

EXERCISES

Ex. 1. Write the formal invitation using the following information.

The Merchants Insurance Company of Tucson is holding its annual executive banquet on September 8, 2002, at 7 P.M. It will be held in the Gold Room of the Barclay Country Club, 700 Country Club Road, Tucson, Arizona 85726. Design a formal invitation which the company can send to all its executives. Include a request for response by August 24th.

Now, write the letter if you accept the invitation, and the letter if you refuse the invitation.

Ex. 2. Read the following information and prepare a congratulation letter to your friends.

A baby, Angela May, has been born to Mr. and Mrs. Andrew Lopato. She was born at Community General Hospital on February 9th, at 7 A.M. and weighed seven pounds seven ounces.

INDEX

ЗАПРОСЫ

1. Clermont, 28th August, 19__

We acknowledge with thanks receipt of your letter of the 14th August and of two copies of your General Catalogue of ... sent by you. The Catalogue is of considerable interest to us. We are particularly interested in your models shown on pages ... of the Catalogue and shall appreciate it if you will send us detailed descriptive literature relating to these items.

Клермонт, 28 августа 19__

С благодарностью подтверждаем получение Вашего письма от 14 августа и двух экземпляров Общего каталога, которые Вы отправили почтовой посылкой. Каталог представляет для нас значительный интерес. Особенно нас интересуют Ваши модели, показанные на странице ... каталога, и мы будем очень благодарны, если Вы вышлете нам литературу с подробным описанием этих видов товара.

2. Moscow, 12th September, 19__

We thank you for your letter of the 28th August and in compliance with your request are glad to send you, under separate cover, brochures and leaflets in duplicate relating to our (name of product). Models

To our regret we are unable to send you any publications covering Models ... as they are out of print. A new impression is being printed and as soon as the publications are received from the printing works, we shall not fail to send copies.

Москва 12 сентября 19__

Благодарим за письмо от 28 августа и в соответствии с Вашим запросом рады выслать Вам отдельным отправлением в двойном количестве брошюры и проспекты, относящиеся к нашей (наименование продукции), моделям К сожалению, мы не можем выслать Вам литературу по моделям ..., так как весь тираж разошелся. Новый тираж сейчас находится в печати, и как только мы его получим из типографии, то не замедлим выслать Вам несколько копий.

3. We are in receipt of your brochure introducing your new products in the ... range.

Some of the items presented could have applications in our own manufacturing processes.

We should be obliged if you would forward fuller details of the range together with your current price-list quoting terms for overseas delivery.

Мы получили Вашу брошюру, в которой представлены Ваши новые продукты, входящие в группу

Некоторые из представленных товаров могли бы найти применение и в нашем производственном процессе.

Были бы Вам признательны, если бы Вы направили нам более полные данные по всем товарам этой группы вместе с Вашим прейскурантом цен с указанием условий поставки на экспорт за границу.

4. We were interested to receive your circular announcing the launching of new machines for (specify purpose).

We would be pleased if you would let us have detailed information about these machines as well as your terms of sale.

Мы были заинтересованы в получении Вашего рекламного буклета, в котором упоминалось начало производства новых машин для (укажите назначение).

Мы были бы рады, если бы Вы предоставили нам подробную информацию об этих машинах, а также об условиях их продажи.

5. Please provide us with prices, availability, shipping information and terms and conditions of sale for the following products We will look forward to receiving this information at your earliest possible convenience. Thank you.

Просим Вас выслать нам информацию о ценах, наличии, порядке доставки и условиях продажи следующей продукции Надеемся на скорейшее получение этой информации, как только Вы сумеете ее предоставить. Благодарим Вас.

6. We are indebted for your address to Messrs. Copple & Co. Incorp. in Los Angeles who have informed us that you are the sole exporters of (name of product) from California.

We are regular buyer of this commodity and request you to send us samples of different grades of ... stating your best prices and most favorable terms of payment. We would add that at the present time we are interested in about ... tons of (name of product) for immediate shipment.

Мы признательны за Ваш адрес фирме “Коппл и К” в Лос-Анжелесе, которая информировала нас, что Вы являетесь единственными экспортерами (наименование продукции) из Калифорнии.

Мы являемся постоянными покупателями этого товара и просим Вас послать нам образцы различных сортов ... с указанием самых низких цен и благоприятных условий платежа. Мы хотели бы добавить, что в настоящее время заинтересованы в немедленной поставке примерно ... тонн (наименование продукции).

7. Your advertisement in the month issue of (name of periodical) magazine is of great interest to us.

We would like to know more about the products your firm offers and would appreciate receiving your wholesale price list and information regarding terms and ordering policy.

It is our desire to offer our customers the widest selection possible of (type of product), and we are therefore always interested in new products that fall within that area.

We will look forward to your prompt response. Thank you.

Ваше объявление в (месяц) выпуске (название) журнала нас очень заинтересовало.

Нам хотелось бы узнать больше о продукции которую предлагает Ваша фирма, и мы были бы Вам очень признательны, получив перечень оптовых цен и информацию, касающуюся условий платежа, порядка оформления и выполнения заказов.

Наше желание — предложить потребителям наиболее широкий выбор (тип продукции), поэтому мы всегда заинтересованы в новой продукции, которая появляется в этой области. Надеемся на быстрый ответ. Благодарим Вас.

8. We have studied your brochure and are particularly attracted by the (name of product). The qualities of this item seem to correspond to the needs of our clients.

As you advise, we have contacted (name of a firm), whom you mention as the exclusive distributor in the area. We were told that this firm no longer distributes your products.

We wondered whether you would be able to give us the address of another supplier or, failing this, to let us know if you are in a position to deliver directly.

In the latter case, we would be grateful if you would give us details of your terms of sale.

Мы изучили Вашу брошюру, и нас, в частности, привлек (наименование продукции).

Качественные характеристики этого товара, видимо, отвечают потребностям наших клиентов.

По Вашему совету мы связались с фирмой (название), которую Вы упоминаете как Вашего агента с исключительными правами в этом регионе. Нам сказали, что эта фирма больше не занимается продажей Ваших товаров.

Нас интересует, можете ли Вы назвать нам адрес другого поставщика или если нет, то смогли бы Вы проинформировать о Вашей возможности поставить нам товар на прямую. В последнем случае мы были бы признательны, если Вы назовете нам условия продажи.

9. We require a (type of machinery) of ... H. P. and would ask you to send us your tender in accordance with the specification and technical conditions enclosed, stating:

1. The lowest price of the (machinery) without (name of supplement).

2. The price of the (name of supplement).

3. The time of delivery.

4. The terms of payment.

5. The overall dimensions and weight of the (machinery).

6. The number of cases necessary for the packing of the (machinery), their measurements and weights.

7. The cost of packing for sea transportation. We also request you to send us a list of spare parts stating the price of each part separately. The price for the (machinery) should be quoted by you both free on rail your works and free on board ... port. Your offer should be accompanied by specifications drawings and publications giving a

full description of the (machinery) as well as by a list of firms to whom you have supplied with machinery similar to that required by us.

Your tender with all enclosures should reach us by the (date) at the latest. 2 Enclosures: specification and technical conditions.

Нам требуется (тип оборудования) мощностью ... л.с., и мы просили бы выслать нам Ваше письменное предложение в соответствии с предложенными спецификацией и техническими условиями, указывающими:

1. Самую низкую цену (оборудования) без (наименование комплектующего изделия).
2. Цена (наименование комплектующего изделия).
3. Время поставки.
4. Условия платежа.
5. Габаритные размеры и вес (оборудование).
6. Необходимое количество ящиков для упаковки (оборудование), их размеры и вес.
7. Стоимость упаковки, предназначенной для морской перевозки.

Мы также просим Вас выслать нам список запасных частей с указанием стоимости каждой запасной части. Цена для (оборудование) должна быть установлена как для условий поставки франко вагон Ваш завод, так и ф.о.б. ... порт. Ваша оферта должна сопровождаться спецификациями, чертежами и литературой, дающими полное описание (оборудование), так же как и списком фирм, которым Вы поставляли оборудование, похожее на то, которое мы запрашиваем.

Ваше предложение со всеми вложениями должно поступить к нам самое позднее (дата).

2 Приложения: спецификация и технические условия.

10. Kindly let us know under what conditions you would be willing to accept our promissory notes. We are looking forward to your early reply.

Пожалуйста, сообщите нам, на каких условиях Вы хотели бы приобрести наши векселя. Надеемся на Ваш незамедлительный ответ.

11. A customer of many years requires a large amount of (name of product).

We don't offer this item and would like to ask you to make him an appropriate offer, making reference to our firm.

Please send a copy of this offer to us. For our efforts, we would like to suggest a commission of ... %. Please let us know if you can deliver the goods immediately and if you agree to our suggested commission. As soon as we hear from you, we shall inform you of the customer's name and address.

Один из наших старых заказчиков просит большое количество (наименование товара).

Так как эта продукция отсутствует в нашем ассортименте, мы хотели бы, чтобы Вы сделали ему соответствующее предложение, сославшись на нашу фирму. Пожалуйста, вышлите копию этого предложения нам.

За наши усилия мы хотели бы получить комиссию в размере ... %. Пожалуйста, дайте нам знать, можете ли Вы поставить товар немедленно и согласны ли Вы с предложенной нами комиссией? Как только мы получим от Вас ответ, мы сообщим Вам имя и адрес нашего заказчика.

12. We require for the expansion of our plant (name of machinery, Model ...), as shown on page ... of your catalogue and would ask you to send us your quotation. The machine must be delivered complete with all essential accessories and tools together with manuals for service and maintenance.

We have already received quotations from three manufacturers who are offering us (name of machinery) of a similar design, for delivery in ... months. As, however, most of the equipment for our plant was purchased from your firm, we should prefer to obtain this additional machine from your organization. We should be prepared therefore to place this order with you if the (name of product) could be delivered in (date), at the latest, and if, of course, you could quote us a competitive price.

Your immediate reply will be very much appreciated.

Для расширения нашего производства нам необходима (название оборудования, модель ...), показанная на с Вашего каталога, и мы хотели бы просить Вас выслать нам Вашу оферту. Машина должна быть поставлена в комплекте со всеми необходимыми принадлежностями и инструментами вместе с инструкциями по обслуживанию и эксплуатации.

Мы уже получили оферты от трех изготовителей, предлагающих (название оборудования) такой же конструкции для поставки в течение ... месяцев. Так как большинство оборудования для нашего завода закуплено у Вашей фирмы, мы бы предпочли получить эту дополнительную машину от Вашей организации. Таким образом, мы могли бы быть готовыми поместить этот заказ у Вас при условии, что (название оборудования) будет поставлено не позднее (месяц) 19__ г. и, конечно, Вы сможете предложить нам конкурентную цену.

Мы были бы Вам очень признательны за безотлагательный ответ.

ОТВЕТ НА ЗАПРОС

1. Many thanks for your kind enquiry of date concerning ... sets of name of product according to the specification enclosed with the enquiry. The matter is receiving our careful attention and we hope to send you our quotation at an early date.

Большое спасибо за Ваш любезный запрос от (дата), касающийся ... комплектов (наименование товара), согласно приложенной к запросу спецификации. Вопрос находится под нашим пристальным вниманием, и мы надеемся вскоре выслать Вам нашу оферту.

2. In reply to your letter of (date) we send you herewith our latest catalogue.

It features the complete range of our current production. The models you are interested in are presented on pages ... to ...

Should you wish to obtain more detailed information about any of these goods, do not hesitate to contact us, by returning the enclosed reply-card. We will not fail to provide full particulars as soon as possible.

В ответ на Ваше письмо от (дата) мы при этом направляем Вам наш последний каталог.

В нем содержится полная гамма производимой нами в настоящее время продукции. Модели, которые Вас интересуют, представлены на страницах с ... по ...

Если Вы захотите получить более полную информацию о любом из этих товаров, свяжитесь, пожалуйста с нами, возвратив приложенную карточку. Мы обязательно представим Вам все детали в ближайшее время.

3. We acknowledge with thanks receipt of your enquiry of the (date) for (products).

As our firm does not export such goods, we have taken the liberty of passing your enquiry to (name of firm and its address) who are the exporters of such kind of products from our country and who will communicate with you directly.

С благодарностью подтверждаем получение Вашего запроса от (дата), касающегося (товары).

Так как наша фирма не экспортирует подобные товары, мы взяли на себя смелость переслать Ваш запрос (наименование фирмы и ее адрес), которые являются экспортерами данного вида продукции из нашей страны и которые свяжутся с Вами напрямую.

4. Thank you very much for your letter of inquiry dated Unfortunately, we must inform you that we do not export. We only supply the market on (country).

All products manufactured by us are exported by (name of firm). We have forwarded your request to them and have asked that they make you the offer you desire. You may expect an answer from them shortly.

Благодарим Вас за Ваше письмо-заявку от К сожалению, должны проинформировать Вас, что мы не занимаемся экспортом. Мы только снабжаем внутренний рынок (страна).

Вся производимая нами продукция экспортируется (название фирмы). Мы направили им Вашу заявку и просили их, чтобы они выслали необходимую оферту Вам. Вы можете рассчитывать на их быстрый ответ.

5. Thank you for your recent inquiry about (nature of inquiry).

We are enclosing our catalogue and price list for your review and are confident that this literature will provide many of the answers you have requested.

If there is additional information you would like to have regarding our products, please do not hesitate to contact us. We will be most happy to be of assistance.

Thank you for the very kind words you used to describe our line of products.

Благодарим Вас за последний запрос о (суть запроса).

Прилагаем наш каталог и список цен для Вашего рассмотрения и уверены, что эта литература ответит на многие Ваши вопросы.

Если Вы захотите иметь какую-либо дополнительную информацию, просим без стеснения обращаться к нам. Мы будем очень рады помочь Вам.

Огромное спасибо за положительные характеристики, которые Вы дали нашей продукции.

6. In reply to your inquiry we are pleased to enclose literature on the products which attracted your attention.

We will be happy to supply any additional information you may require about materials and prices.

Thanking you for your interest in our products we remain, ...

В ответ на Ваш запрос направляем документацию по товарам, привлечшим Ваше внимание.

Будем рады предоставить Вам любую дополнительную информацию, которая может Вам потребоваться, об этих материалах и ценах на них.

Благодарим Вас за интерес к нашим товарам и остаемся

7. Thank you for your inquiry about our (name of product). We are enclosing our catalogue for your review. We developed (name of product) to provide customers with (description of advantages of an offered product). After you have reviewed our material, we would appreciate hearing your comments, and we will look forward to answering any questions you have about our product. Once again, thank you for your interest in the (product).

Благодарим Вас за запрос на нашу (наименование продукции). Прилагаем наш каталог для ознакомления.

Мы разработали (наименование продукции) для того, чтобы обеспечить потребителей (описание достоинств предлагаемой продукции).

После того как Вы ознакомитесь с предоставленным материалом, будем рады выслушать Ваши замечания и с удовольствием ответим на вопросы относительно нашей продукции.

Еще раз благодарим Вас за интерес к нашей (наименование продукции).

8. Thank you for the literature which you mailed us on

Unfortunately, reorganization of our plant forces us to discontinue distribution of this product line.

We took the initiative of passing your catalogue on to (name of a firm), who might be interested in it.

We hope you will be able to deal with them.

Благодарим вас за литературу, которую Вы нам прислали по почте (дата).

К сожалению, реорганизация нашего завода заставляет нас прекратить распространение этого вида продукции.

Мы проявили инициативу, направив Ваш каталог фирме (название), которая может этим заинтересоваться.

Надеемся, что Вы сможете с ними найти общий язык.

9. We thank you for your enquiry dated ... concerning (name of product).

We regret to inform you that at the present time we cannot offer you any (product) (specified quality) for prompt shipment.

We could send you a quotation for (product) (description of alterations of quality characteristics) if such quality should be of interest to you.

We look forward with interest to your answer.

Благодарим за Ваш запрос, датированный ... , касающийся (наименование товара).

К сожалению, вынуждены Вам сообщить, что в настоящее время мы не можем предложить Вам какой-либо (товар) (определенное качество) для немедленной отгрузки.

Мы могли бы выслать Вам оферту на (продукция) (описание изменений качественных характеристик), если Вас заинтересует такое качество.

С нетерпением ждем Вашего ответа.

10. Thank you very much for letter dated ... in which you expressed interest in our products.

Unfortunately, we must inform you that for competitive reasons our production line comprises only specific items. We do not produce the merchandise you request.

We have, therefore, asked (firm), with which we have close connections, to send you an appropriate offer.

We are including an illustrated folder showing the items we produce. If you are interested in any of these, please let us know. We will then send you a detailed offer including delivery dates, prices, terms of payment, etc.

Enclosure: 1 folder.

Благодарим Вас за ваше письмо от ..., в котором Вы высказываете интерес к нашей продукции.

К сожалению вынуждены информировать Вас, что из соображений конкуренции наше производство ограничено выпуском специфических изделий. Мы не производим товары, в которых Вы заинтересованы.

Поэтому мы и попросили ... (фирму), с которой мы тесно сотрудничаем, послать Вам соответствующее предложение.

Посылаем Вам иллюстрированный проспект, показывающий, какие изделия мы производим. Если Вас заинтересует какое-либо из них, проинформируйте нас, тогда мы вышлем Вам подробную оферту, включающую даты поставок, цены, условия платежа и т. д.

Приложение: 1 проспект.

ПРЕДЛОЖЕНИЕ ТОВАРОВ И УСЛУГ

1. We thank you for your enquiry of the (date) concerning (commodity).

We are pleased to inform you that today we have sent you, by parcel post, the following samples of (commodity):

Grade A (specifications), Grade B (specifications).

We can offer you ... tons of (commodity Grade A at the price of \$... per English ton and ... tons of Grade B at \$... per English ton. Both prices include delivery c.i.f. Shipment can be made from (port) within three weeks of receipt of your order. The terms of payment and other conditions are stated in the enclosed copy of our General Conditions forming an integral part of our Sales Contract.

This offer is subject to the goods being unsold on receipt of your reply.

Please let us hear from you as soon as possible Enclosure: copy of General Conditions.

Благодарим за Ваш запрос от (дата), касающийся (товар). Рады сообщить, что сегодня мы отправили Вам посылкой следующие образцы (товар):

Сорт А — (спецификации);

Сорт Б — (спецификации). Можем предложить ... тонн (товар) сорта А по цене ... долл. за английскую тонну и ... тонн сорта Б по цене ... долл. за английскую тонну. Обе цены включают стоимость доставки с.и.ф. Отгрузка может быть произведена из (порт) в течение трех недель со дня получения Вашего заказа. Порядок платежа и другие условия включены в прилагаемую копию наших Общих Условий, составляющих неотъемлемую часть нашего Торгового Договора.

Эта оферта действительна лишь в том случае, если товар еще не будет продан по получении Вашего ответа.

Пожалуйста, ответьте как можно скорее.

Приложение: копия Общих Условий.

2. We have been increasingly aware of the demand for industrial fabrics which have good ... qualities.

In order to meet this demand we are bringing out (name of product). Enclosed with this letter you will find samples of the new material, together with a copy of our brochure setting out full details of the possible applications of the (name of product).

Trial orders are welcome and should be sent to us on the form which find in our brochure. We are prepared to grant a ... % discount on all orders for (name of product) received before the (date). We look forward to hearing from you.

Мы наблюдаем повышение спроса на промышленные ткани, имеющие хорошие свойства

С целью удовлетворения этого спроса мы приступили к производству (наименование продукции). В приложении к этому письму Вы найдете образцы нового материала вместе с экземпляром нашей брошюры с указанием всех деталей возможного использования этой (наименование продукции).

Мы готовы принять пробные заказы, и их следует нам направлять, заполнив бланки заказа, которые Вы найдете в нашей брошюре. Мы готовы предоставить ... % скидку на все заказы, полученные до (дата).

С большим нетерпением ожидаем Вашего ответа.

3. A few days ago, we visited the trade representative of your country and made enquiries regarding firms which import (name of product). Yours was among the addresses and we take the liberty of submitting to you an offer.

We would like to supply one or two major importers in your country with our products, which are very popular on the market both here and abroad.

We are sending you, under separate cover, samples of our various models along with an export price list.

If you are interested in our offer, we would appreciate an answer from you as soon as possible in order that final arrangements can be discussed.

Enclosure: under separate cover.

Несколько дней назад мы посетили торгового представителя Вашей страны и сделали запрос относительно фирм, которые занимаются импортом (наименование продукции). Адрес Вашей фирмы был нам представлен среди прочих, и мы берем на себя смелость обратиться к Вам с предложением.

Мы хотели бы поставлять одному или двум главным импортерам в Вашей стране нашу продукцию, которая весьма популярна у нас и за рубежом.

Мы посылаем Вам в отдельном пакете образцы различных моделей нашей продукции вместе с экспортным прейскурантом.

Если Вас заинтересует наше предложение, мы были бы признательны Вам за быстрый по возможности ответ, с тем чтобы обсудить окончательные условия.

Приложение: отдельным пакетом.

4. We regret to inform you that we do not make trial shipments.

Our products have gained an outstanding reputation in many countries. Therefore, we hope you understand our position.

We are indeed interested in exporting to your country, and are, therefore, willing to give you an introductory discount of ... % on our regular prices for the first ... shipments.

Please let us know whether we could reach an agreement with you on this basis.

We look forward to hearing from you.

Сожаляем, но вынуждены Вас проинформировать о том, что пробных партий мы не отправляем.

Наша продукция пользуется исключительной репутацией во многих странах. Поэтому, мы надеемся, Вы правильно поймете нашу позицию.

Мы действительно заинтересованы в экспорте в Вашу страну и могли бы сделать Вам предварительную скидку в размере ... % на наши постоянные цены за первые ... партии.

Пожалуйста, дайте нам знать, сможем ли мы с Вами достигнуть соглашения на этой основе.

Ждем ответа от Вас.

5. We received your inquiry about the delivery of It will not be necessary to send you samples, as you are familiar with the quality of our merchandise.

Provided your order is early enough, we will be able to ship you ... items quarterly.

Mr ... , the representative of our company has informed you of prices, delivery schedules, etc. Your references have proved satisfactory; therefore, we can begin making shipments upon receipt of order.

Мы получили Вашу заявку на поставку Нет необходимости посылать Вам образцы, так как Вам известно качество нашей продукции.

В том случае если заказ придет своевременно, мы сможем поставлять Вам ... штук ежеквартально.

Г-н ..., представитель нашей компании, проинформировал Вас о ценах, плане поставок и т. д. Ваши рекомендации удовлетворяют нас, поэтому мы начнем отгрузку сразу же после получения заказа.

6. Our firm specializes in (description of business activity). We hope that we can be of good assistance to you.

Since our service lends itself so well to your type of business, we would appreciate having an opportunity to speak with you or one of your representatives about how we can help you to (description of offered services).

Please contact me at (telephone), so that we can arrange a convenient time to meet. I will be looking forward to your call.

Наша фирма специализируется в (описание деятельности). Мы надеемся, что можем быть Вам полезны.

Поскольку услуги, предоставляемые нами, соответствуют направлению Вашей работы, мы были бы благодарны за предоставление нам возможности обсудить с Вами или с Вашими представителями возможность нашего содействия в (вид услуги).

Пожалуйста, свяжитесь со мной по (номер телефона), чтобы договориться о приемлемом времени встречи. С нетерпением буду ждать Вашего звонка.

7. Your advertisement for the sale of your business has been running in the classified section of the newspaper (name) for a while, and we thought you might be interested in learning a little about our firm.

We are business brokers and have established relationships with many other brokers throughout the country. While we are certain that you have the business expertise to effectuate a sale without our firm, we do have one advantage. Our contacts and the advertising that we do enable us to find buyers that are anxious to purchase a business such as yours. These buyers often live in a different parts of the country and may not subscribe to the (name of paper). There are also many individuals who prefer to approach a seller through a broker and do not even watch the classified add. Selling businesses is our only business, and we attribute our success to this fact.

We would like to sit down and discuss the sale of your business with you. There is never a fee involved unless we are successful in completing a sale. Please let us know when it would be convenient for you to meet.

Некоторое время на специальной полосе газеты (название) печаталось Ваше объявление о продаже Вами своего дела, и мы подумали, что Вам будет небезынтересно узнать кое-что о нашей фирме.

Мы — брокерская контора, установившая контакты с брокерами по всей стране. Будучи уверенными, что Вы проводите бизнес-экспертизу, чтобы совершить наиболее выгодную продажу и без привлечения нашей фирмы, мы хотели бы подчеркнуть, что имеем одно преимущество. Наши контакты и объявления, которые мы даем, позволяют найти людей, озабоченных покупкой такой же фирмы, как у Вас. Эти покупатели зачастую живут в разных частях страны и могут не выписывать (название газеты). Кроме того, многие предпочитают контактировать с продавцом через брокера и не смотрят рекламные приложения. Продажа фирм — наше дело, и мы приписываем наш успех этому факту.

Мы хотели бы обсудить с Вами вопрос о продаже Вашей фирмы. В случае, если мы не сумеем устроить продажу, плата не взимается. Пожалуйста, дайте нам знать об удобной для Вас дате встречи с нами.

ЗАКАЗЫ

1. With reference to your offer of ..., please send us a shipment of ... The shipment must be sent f.o.b. (destination) by ... Payment will be made upon receipt of the goods with a discount of ... % for cash payment.

As agreed, we will receive a discount of ... % if the packing material is returned to you within ... weeks from the date of invoice.

Please send us a brief confirmation of this order. If shipments are received in perfect condition, you may count on regular orders from us.

В связи с Вашим предложением от ... просим Вас выслать нам груз Груз должен быть отправлен ф.о.б.(место назначения).Оплата производится по получении товара со скидкой — ...% за кассовую операцию.

Согласно нашему договору, мы получаем скидку %, если упаковочный материал будет возвращен Вам через ... недель со дня, которым будет датирован счет-фактура.

Пожалуйста, вышлите нам краткое подтверждение этого заказа. Если груз прибывает в безупречном состоянии, Вы можете рассчитывать на наши регулярные заказы.

2. Attached to this letter is an overview of those items and services which we anticipate ordering from your firm, providing your terms and conditions are favorable, and your prices competitive. Since this is only an informed guess as to our needs, it should not be considered as anything more than a rough idea of our requirements.

Please provide to us, in writing, a price list, along with your terms and conditions of sale, applicable discounts, shipping dates and additional sales and corporate policies. Should the information you provide be acceptable and competitive, you can look forward to our first order within ... days.

We have also enclosed our procurement specifications and conditions for your review. Thank you for your co-operation.

Enclosure: List of items and services. Procurement specifications and conditions.

К письму приложен перечень товаров и услуг, которые мы хотели бы заказать у Вашей фирмы в случае, если Ваши условия будут достаточно выгодными, а цены конкурентоспособными. Это только первоначальные расчеты наших потребностей, поэтому этот перечень нельзя рассматривать как окончательный.

Просим предоставить нам прейскурант вместе с условиями продажи и порядком платежей, информацию о возможных скидках, сроках поставки, дополнительных распродажах и условиях страхования. Если информация, которую Вы предоставите, будет приемлема и достаточно конкурентоспособна, Вы можете рассчитывать на наши первые заказы в течение ... дней.

Мы, со своей стороны, прилагаем наши спецификации и условия поставок для Вашего рассмотрения. Благодарим за сотрудничество.

Приложение: Перечень товаров и услуг. Спецификация и условия поставок.

3. Owing to unforeseen circumstances we urgently need to obtain supplies of your (name of product). The attached order No ... is for a total of ... and we therefore claim the discount you offer to customers placing bulk orders. We should be obliged if you would treat our order as urgent and arrange for early delivery.

Из-за непредвиденных обстоятельств нам срочно требуется поставка Вашего (наименование продукции).

Прилагаемый заказ № ... всего на ... , и мы просим Вас предоставить нам скидку, которую Вы даете клиентам, размещающим крупные заказы.

Будем Вам благодарны, если Вы будете рассматривать наш заказ как срочный и обеспечите его быструю поставку.

РЕКЛАМАЦИИ И ПРЕТЕНЗИИ

1. This will confirm our telephone conversation of (date) wherein I informed you that there was a problem with the (service performed).

As I stated, (description of problem). It is my understanding that you will (commitment of service company) in order to resolve this problem. Thank you for your co-operation in this matter.

Этим письмом мы хотели бы подтвердить содержание нашего телефонного разговора от (дата), в котором я информировал Вас о проблеме, возникшей с (выполняемая услуга).

Как я установил, (описание проблемы).

Насколько я понимаю, для разрешения этой проблемы Вы должны (обязательства обслуживающей компании).

Спасибо за сотрудничество в этом вопросе.

2. (specify number) of the (quantity and product) that we received from you on (date) pursuant to our purchase order No ..., were either broken or chipped upon delivery.

We would appreciate it if you would arrange for the replacement of the damaged items and advise us how you wish to handle the return of the broken merchandise.

Товары (артикул) в количестве ..., которые мы получили от Вас (дата) в соответствии с заказом на покупку № ..., были либо сломаны, либо расколоты при доставке.

Будем Вам благодарны, если Вы подготовите замену поврежденных товаров и сообщите нам, как Вы хотите получить их обратно.

3. Upon examining your first delivery, we find that it does not contain the assortment that we ordered. Undoubtedly, you have made an error. We would like to hear from you on this immediately.

While awaiting word from you, we are holding the goods for your disposal in our warehouse.

После осмотра Вашей первой поставки мы обнаружили, что она не соответствует тому ассортименту, который мы заказывали. К сожалению, Вы допустили ошибку. Мы хотели бы как можно скорее узнать, что Вы думаете по этому поводу.

До получения ответа от Вас товар находится в Вашем распоряжении на нашем складе.

4. We have found that in your shipment of (date), which arrived today, ... cartons are completely wet. Because of this, ... items were damaged and cannot be sold. We are returning these items today, and request immediate replacement of the damaged goods.

Мы обнаружили в Вашем грузе, отправленном (дата), который прибыл к нам сегодня, ... совершенно отсыревших картонных упаковок. В результате изделия, находящиеся в них в количестве ..., оказались поврежденными и негодными для продажи.

Мы возвращаем Вам эти изделия сегодня же и просим немедленно заменить поврежденный товар.

5. Your shipment was received on the (date). Upon examination, we found that ... items are missing. We assume that this was caused by a mistake in your shipping department.

Please send the missing items immediately. Additional shipping costs should not be charged to us.

Ваш груз был получен (дата). После осмотра груза мы обнаружили, что не хватает ... штук Предполагаем, что это произошло в результате ошибки, допущенной Вашим транспортным отделом.

Пожалуйста, пришлите недостающий товар незамедлительно. Мы не должны нести дополнительных расходов по транспортировке.

6. Your shipment was at last delivered from the air freight terminal on (date).

The number of cases checked with your advice note but we were surprised to find that their contents corresponded to item ... of your catalogue and not the ...'s we ordered. The mixup is likely due to misreading our order sheet. We are holding the ...'s at your disposal but must urgently request that you let us have the items we did order without delay.

Наконец Ваша партия товара была доставлена из грузового терминала в аэропорту (дата).

Количество ящиков соответствует Вашему отгрузочному извещению, но мы были удивлены, увидев, что их содержимое соответствует позиции ... в Вашем каталоге, а не ..., которую мы заказывали. Вероятно, ошибка произошла из-за неправильного чтения нашего бланка заказа. Мы храним товар ... до получения Вашего распоряжения, но вынуждены срочно просить Вас предоставить нам без промедления товары, заказанные нами.

7. Ref our order No ...

The above order has just been delivered and we are sorry to say that the quality of the goods, items Nos ... is not up to your usual standard. We are sure you will understand our disappointment.

It will be possible to retail the handyman's goods eventually but only at a lower price. We must therefore ask you to allow us a supplementary discount of ... % on items Nos ... or take them back.

Касательно заказа № ...

Вышеупомянутый заказ только что был нам доставлен, и, к сожалению, мы должны сказать, что качество товаров позиции № ... ниже Вашего обычного стандарта. Мы уверены, что Вы поймете на сколько мы разочарованы.

Эти подделки можно будет в конечном итоге продать, но только по более низким ценам. Поэтому мы должны просить Вас о предоставлении нам дополнительной ... % скидки по позиции № ..., или забрать товар обратно.

8. When your last shipment was unpacked we were surprised to discover that ... vases were damaged, despite the fact that the good quality packing did not seem to have suffered in transport and although the boxes were marked "fragile".

Some vases are so dented or scratched as to be unsalable even at a reduced price.

It seems that they have been damaged before packing and that our carrier cannot therefore be held responsible. We are keeping the items for the inspection of your insurer.

Когда последняя партия отгруженного Вами товара была распакована, мы с удивлением обнаружили, что ... вазы были повреждены, хотя упаковка, по-видимому, не пострадала при перевозке и, кроме того, на ящиках была нанесена маркировка "Осторожно, стекло".

Некоторые из ваз имеют столько трещин и царапин, что их уже невозможно продать даже по более низким ценам.

Очевидно, они были повреждены еще до упаковки, и потому наш перевозчик не может нести за это ответственность. Мы будем хранить эти товары для осмотра Вашим страховщиком.

9. Your partial shipment was received today. Unfortunately, we found upon examining the products that their quality conforms neither to the quality you described in your offer, nor to the quality of the samples that you sent us.

We regret that we must place the entire shipment at your disposal. Please let us know how you wish to dispose of them.

Could you inform us if you can send us another shipment that corresponds to your samples, and if so, what the delivery schedule would be.

Pending clarification of this matter, we ask you to hold all further shipments.

Мы получили сегодня часть Вашего груза. К сожалению, после осмотра груза мы обнаружили, что качество его не соответствует ни качеству, указанному в Вашем предложении, ни качеству тех образцов, которые Вы нам посылали.

Сожалею, но вынуждены направить весь груз в Ваше распоряжение. Пожалуйста, дайте нам знать, куда Вы хотите, чтобы мы его отправили.

Не могли бы Вы проинформировать нас, вышлете ли Вы новый груз, соответствующий Вашим образцам? Если да, то сообщите нам график поставки.

До выяснения этого вопроса просим Вас воздержаться от дальнейших поставок.

10. We are at a loss to understand your invoice: in your letter of (date) you agreed that supplementary bond fees incurred would be payable by you. Even allowing for this the amount due for payment does not take account of the discount for trial orders.

We are holding your invoice in abeyance pending your explanation of the discrepancies.

Мы растерялись, получив Ваш счет-фактуру: в Вашем письме от (дата) Вы согласились взять на себя дополнительные расходы по хранению на бондовом складе. Даже не учитывая этого, в сумме к платежу не учтена скидка на пробную партию.

Мы не оплатим Ваш счет до получения разъяснения по этим расхождениям в сумме.

11. We were surprised to receive your invoice No ...

The amount due does not correspond to the price quoted on your pro forma invoice, a photocopy of which is enclosed. We are sure there has been a mistake and that you do not really intend to add to the inconvenience already caused by the delay in delivery, by making us pay a price increase of which we were not informed and which came into force two weeks after the deadline initially agreed.

Мы были удивлены, получив Ваш счет-фактуру № ...

Сумма к оплате не соответствует цене, указанной в Вашем счет-проформе, копию которого мы прилагаем. Мы уверены, что была допущена ошибка и что Вы не собираетесь усугублять то неудобство, которое было причинено задержкой в отгрузке, заставляя нас платить по повышенной цене, которая была введена через две недели после первоначально согласованного срока, о чем Вы нас не проинформировали.

12. This is to acknowledge receipt of your correspondence of (date), in which you requested an adjustment in the form of a credit to your account for the merchandise damaged in transit.

Please be advised that your account has been credited in the amount of ..., as of (date). We are sorry about the inconvenience this has caused you.

Thank you for your cooperation and understanding in this matter.

Подтверждаем получение Вашего письма от (дата) с просьбой сделать расчет в форме перечисления кредита на Ваш счет за покупку, поврежденную при доставке.

Пожалуйста, отметьте, что на Ваш счет (дата) предоставлен кредит в размере ... долл. Сожалею, что причинили Вам неудобства.

Благодарим за сотрудничество и понимание в данном вопросе.

13. The (product name and model number) that you mailed to us for repair was received on (date). We will be returning it to you as soon as the necessary adjustments are made.

We are sorry that you experienced a problem with our product and want to thank you for purchasing a (name of product).

(Наименование изделия и номер модели), который Вы прислали нам для ремонта, мы получили (дата). После производства необходимых исправлений мы немедленно перешлем его Вам.

Приносим извинения за причиненные Вам неудобства и хотим поблагодарить Вас за приобретение (наименование изделия).

14. Further to our telex of (date) we enclose herewith a signed copy of our consignment note as a proof that the goods were indeed collected from our depot on the (date).

In view of this may we suggest that your warehouse should carry out a thorough search. If this fails, kindly claim on the carrier for the loss.

В дополнение к нашему телексу от (дата) мы прилагаем подписанный экземпляр нашей отгрузочной накладной в качестве доказательства того, что товары были действительно выбраны с нашего склада (дата).

Учитывая это, можем ли мы предложить, чтобы Вы все тщательно просмотрели на Вашем складе. Если Вы ничего не найдете, то выставьте претензию перевозчику.

15. In reply to your letter of (date) re nondelivery of (goods), these are in stock but we are unable to trace an invoice relating to your company. Could the original order have been put through an agent?

It also would assist us if you could quote our pro forma invoice number. As soon as you reply we will give the matter our immediate attention.

В ответ на Ваше письмо от (дата), касающееся непоставки (товары). Они находятся на складе, но мы не можем найти счет-фактуру, выставленный на Вашу фирму. Может быть, заказ был размещен через агента?

Вы могли бы нам помочь, назвав номер нашего счет-проформы. Как только Вы ответите, мы сразу же займемся этим вопросом.

16. We acknowledge receipt of your letter of (date) in which you have given us additional time until (date) to ship the goods.

(Cause of delay). Because of this, our entire production has been delayed. Therefore, we have not been able to deliver according to our schedule.

We are doing everything possible, however, to make up for the lost time in order to meet your deadline.

We ask for your understanding for this unavoidable delay.

Мы признательны Вам за письмо от (дата), в котором Вы предоставляете нам дополнительное время до (дата) для отгрузки товара.

(Причина задержки). В результате все наше производство приостановлено. Поэтому мы не в состоянии осуществить поставки согласно нашему графику.

Однако мы делаем все возможное, чтобы наверстать упущенное время и уложиться в поставленные Вами сроки.

Мы просим Вас проявить понимание причин этой неизбежной задержки.

17. We appreciated the humor of your letter of (date).

It was certainly by mistake that you received the ... instead of the ... that you had ordered.

Immediately after your telephone call we arranged for a delivery to reach you as soon as possible and anyhow before the (date).

Our shipment might well have reached you before this letter.

We thank you for your understanding in this matter and assure you that this will not happen again.

Мы оценили по достоинству юмор, с которым было написано Ваше письмо от (дата).

Конечно, только из-за ошибки вы получили ... вместо ... , заказанного Вами.

Немедленно после Вашего телефонного звонка мы организовали отгрузку таким образом, чтобы Вы как можно быстрее получили товар, но в любом случае не позднее (дата).

Партия нашего товара может прибыть к Вам раньше, чем это письмо.

Благодарим Вас за понимание и заверяем в том, что это никогда больше не повторится.

18. This is to acknowledge your letter of (date), in which you informed us that the merchandise delivered to you on (date) was defective.

If you read our terms and conditions for sale, you will note that our policy provides our customers with (time) to inspect and either accept or reject our merchandise regarding defects, inasmuch as we feel this affords our customers an adequate period of time to be assured that the merchandise is free from defects. Since this is the first time you have made this request of us, we will accept the return of the merchandise and issue a credit to your account in the amount of Please (instructions for return of merchandise). We are sorry that you experienced a problem with our product and appreciate having your firm as one of our valued customers.

Подтверждаем получение Вашего письма от (дата), в котором Вы сообщаете нам, что товар, доставленный Вам (дата), неисправен.

Если Вы прочтете наши условия продажи, то заметите, что мы предоставляем нашим клиентам (период времени) для проверки и приема или отказа от покупки при наличии дефектов, так как считаем, что этот период достаточен для того, чтобы убедиться в исправности товара. Ввиду того, что Вы впервые обращаетесь к нам с подобной просьбой, мы примем обратно Вашу покупку и перечислим кредит на Ваш счет в размере

Пожалуйста, (инструкции по возвращению покупки).

Сожалеем, что Вы испытывали неудобства с нашей продукцией. Рады, что Ваша фирма — один из наших уважаемых клиентов.

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**Практикум
для студентов 2 и 3 курсов
экономических специальностей**

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